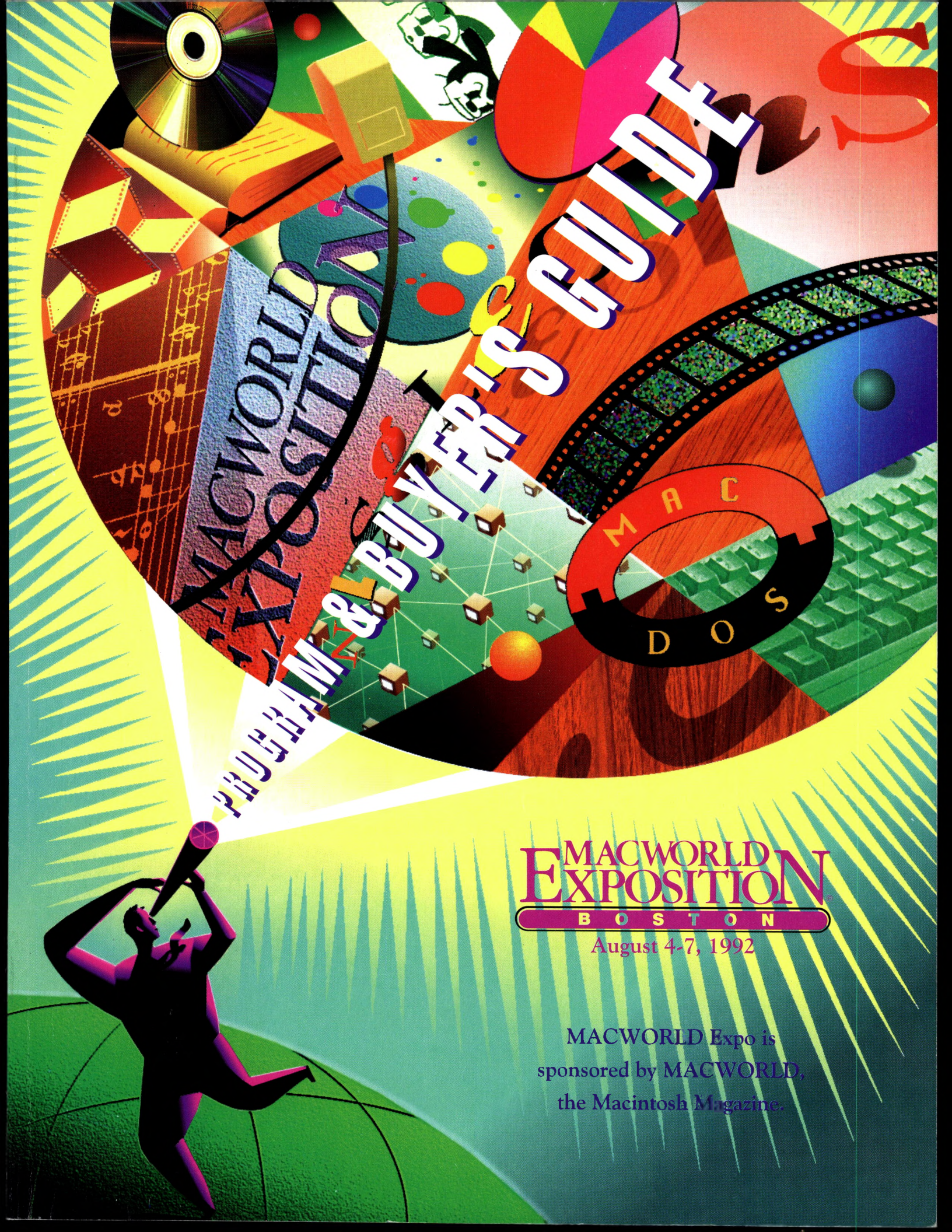




MACWORLD EXPOSITION

PROGRAM & BUYER'S GUIDE

MACWORLD
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B O S T O N

August 4-7, 1992

MACWORLD Expo is
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...When You Need the Highest Performance From the Quadra 700 and Quadra 900 - Nothing's More Powerful Than Our Data Storage Solutions.

If you're looking for the most powerful hard disk, rewritable optical, and tape backup systems for the Apple Quadra, we invite you to think MicroNet.

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Think of our internal rewritable optical systems when you want removable storage for the Quadra 900.

MicroNet's new 3.5" optical drive has a fast access time of 38 ms. And it lets you affordably store 128 MB of data on a shirt-pocket-size disk.

Think of MicroNet's single hard drive systems for the Quadra 700 and 900 when you need up to 2,130 MB of reliable SCSI data storage. And if it's removable cartridge drives or tape backup you're looking for, MicroNet offers 44 and 88 MB SyQuest cartridge systems, and streaming tape and DAT backup to 5.0 GB.

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WELCOME

Dear Computer Professional:

Welcome to MACWORLD Exposition! As the world's largest showcase for the Macintosh, MACWORLD Expo offers an unparalleled opportunity to experience the power and excitement of Macintosh computing. With so much to see and do, MACWORLD Expo can be compared to looking through a kaleidoscope. With just a slight turn to the left or right, you get an entirely new and fantastic view!

And what a sight it is: Over 400 companies. 300,000 square feet of exhibit space. Tens of thousands of like-minded professionals. And an in-depth Conference Program of *intensive* seminars in a wide range of subject areas. These are the essentials that make every MACWORLD Expo a fantastic Macintosh experience.

But we always strive for more. We are constantly creating new programs to serve the needs of both existing and emerging Macintosh markets. At MACWORLD Expo/Boston 1992, DOS users will learn about MAC/DOS connectivity, and educators will get graduate-level information in the *Education Conference*. As a complete mini-conference program rolled into one, the Education Conference offers twelve education-specific sessions demonstrating new and classic uses of the Mac as a teaching tool.

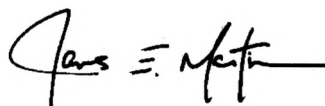
Whatever your discipline, you can expect to find a wealth of information in your particular area of interest. MACWORLD Expo brings you all the latest in Macintosh hardware, software, peripherals and services. And even if you don't have an immediate use for two of the hottest Macintosh productivity tools to hit the market, who can resist a quick look at what's happening in multimedia and virtual reality? MACWORLD Expo delivers it all.

We thank all the people who have helped to make MACWORLD Expo/Boston 1992 a success: the participating companies whose products bring productivity and energy to the exhibit floor, the conference faculty whose knowledge and insight move Macintosh computing forward, and especially you, the Macintosh professional, whose interest and attendance make MACWORLD Expo possible. At this time, we invite you to explore the opportunities presented at MACWORLD Expo/Boston 1992. We thank you for joining us, and wish you an exciting and personally rewarding show.

Sincerely,



Michael Hallal
President
Mitch Hall Associates



James Martin
President, CEO and Publisher
Macworld Communications, Inc.



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BAYSIDE EXPO CENTER MEETING ROOM E

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Apple Developer Central

Developer Information, Technical Sessions, and Software Tools Exhibit

All exhibits and sessions are open to the public. A conference badge is not required.

Whether you're a seasoned Macintosh® programmer or an aspiring one, Apple Developer Central is the place to be during MACWORLD EXPO. We've got a full offering of developer-related activities including: technical sessions, software tools exhibits, APDA® information, demos of new self-paced training products, and information on the Apple Events Developer Association.

Stop by and enter the drawing to win a PowerBook.

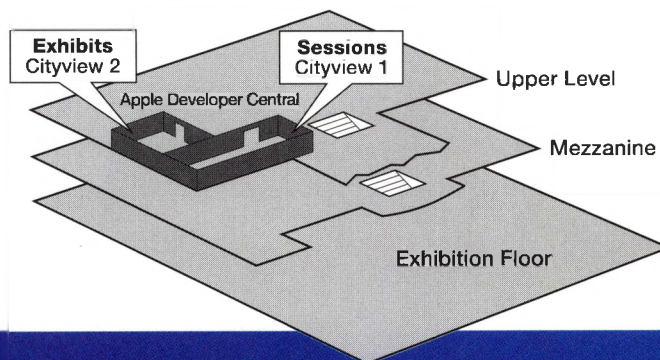


Exhibit Information

Exhibits are open to the public in Cityview 2 during show hours.

In-House Developer Support Products and Services

Come by and see the Apple Support Products and Services available for in-house developers. Meet and talk with the Apple development support engineers. Product brochures will be available.

Apple and Third Party Software Development Tools Exhibit

Whether you're working at a beginning, intermediate, or advanced level, the professionals you meet and the products you see can enrich and expedite your development effort. Representatives of leading tool publishers for the Macintosh will demonstrate their compilers and utilities, answer your technical questions, and listen to your feedback.

Developer University Self-Paced Training

Find out what's new from Developer University! Check out Developer University's Self-Paced Training classes, including the new AppleTalk for Programmers. Find out what new programming classes are being offered in the classroom, and don't forget to ask about our new Apple Events/AppleScript and QuickTime tutorials.

APDA - Tools for Developers

APDA offers convenient access to over 300 development tools, technical resources, and getting started information for anyone interested in developing for Apple platforms. We'll show you a range of tools and technical resources that can help get you started or keep going successfully in Macintosh programming.

Apple Events Developer Association

The Apple events interapplication communication mechanism enables applications to transparently integrate new functions and share data in a standard fashion, thus opening new market opportunities. Join the already growing list of Apple event-aware applications.

What's New?

New from Developer University

- AppleTalk for Programmers
- Apple Events/AppleScript Tutorial
- Sneak preview of QuickTime Tutorial
- Device Driver class
- OCE course

The Latest in Tools

- MacApp 3.0.1
- Macintosh Common Lisp 2.0
- MPW C++ 3.2
- MPW 3.2.3



Free introductory technical sessions in Cityview 1.

Tuesday, August 4

MPW at Top Speed

1 pm – 2 pm

In this session you'll learn tips and techniques for squeezing the maximum performance out of the current MPW and its compilers. You'll also hear about future plans Apple has to implement an incremental linking technology.

PoweringUp for the PowerPC

2 pm – 3 pm

Come hear about the developer pathway to Macintosh running on RISC. After this session you will have the basic information you need to choose among the various options for PowerPC Macintosh development.

Programming with QuickTime

3 pm – 4 pm

Program QuickTime functionality into your application. This session will provide an introduction to the fundamental QuickTime concepts and programming calls needed for reading, writing and playing movies in an application.

QuickTime: Making Movies and Optimizing for CD-ROM

4 pm – 6 pm

This session covers making QuickTime movies using the various hardware and software products available today, and the steps to take to make your movies CD-playable. A must for anyone publishing QuickTime content on CD.



Wednesday, August 5

Why You Should Use MacApp

10 am – 11 am

Come and hear about MacApp 3.0, Apple's state-of-the-art application framework for Macintosh application development. The best way to be prepared for the future is to be using OOP today. Hear about Apple's fully-featured class library for System 7-savvy apps and our best object-oriented source code and interface building tools.

Technical Introduction to MacApp

11 am – 1 pm

This introductory training session focuses on the features and benefits of object-oriented programming in general, and MacApp in particular. Learn to create robust, user-friendly, professional applications with MacApp.

Macintosh Programming: How to Get Started

1 pm – 2 pm

If you've never programmed the Macintosh before and would like guidance on how to get started, come to this session. We'll be covering various topics including choosing a tool, where to look for technical information and training, and where to learn about and buy new tools.

Programming with THINK C

2 pm – 4 pm

THINK C is the most popular programming environment for the Macintosh today. Come to this session to learn about its integrated debugger, graphical browser, code generation capabilities, and more. Representatives of Symantec will be on hand to answer your questions.

Macintosh Programming Fundamentals

3 pm – 4 pm

Introductory course on the structure and design of Macintosh applications, and how the Macintosh Operating System manages user and system events.



Cross-Platform Software Development

5 pm – 6 pm

In June, Apple and Symantec announced that they are working jointly to create an application framework to support Macintosh and Windows cross-development. In this session we will provide you with more information about this framework and describe some of the issues you will face when you use it.

Thursday, August 6

Programming with the Open Collaboration Environment

10 am – Noon

Learn about the latest exciting developments in collaborative systems technology. This session will get you up-to-speed on the technologies, human-interface guidelines, and Toolbox routines you'll need to put collaboration into your applications.

Macintosh Common Lisp in Action

1 pm – 2 pm

MCL is a programmer-friendly, state-of-the-art programming environment available from Apple. It offers all the benefits of object-oriented programming amplified by a truly dynamic language and programming tools. Come and see how you can significantly accelerate your development time by taking advantage of this exciting technology.

Apple Events/AppleScript Programming

2 pm – 4 pm

If you're interested in making your product as scriptable as possible, here's where you'll find out how. You'll get an introduction to recording, attaching scripts to objects, human-interface guidelines, and more.

Special Keynote Session:

The Developer Landscape—Now & Future

4 pm – 5:30 pm

Hear about Apple's current and future directions for development environments, programming languages, current and future application frameworks, and cross-platform development. Steve Weyl, Director of Developer Tools for Apple Computer will provide a roadmap to current Apple product strategies and a look at future directions that will benefit developers.

Friday, August 7

Object-Oriented Programming on the Macintosh

10 am – Noon

Learn the many benefits you can gain from using object-oriented programming techniques. This session will cover programming languages such as C++ and other new exciting languages and tools. You will also learn about application frameworks such as MacApp, and everything you need to know to get started with object-oriented programming on the Macintosh.

Programming with the Open Collaboration Environment

Noon – 2 pm

Learn about the latest exciting developments in collaborative systems technology. This session will get you up-to-speed on the technologies, human-interface guidelines, and Toolbox routines you'll need to put collaboration into your applications.

What IS Developers Should Know About Client/Server Development

2 pm – 3 pm

This session will cover data access tools and technologies enabling desktop applications to access a variety of databases on different platforms, tools for data capture in a transaction processing environment and exploring Client/Server application development.



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GENERAL INFORMATION

EXHIBIT HOURS

Tuesday - Thursday, 10:00 am - 6:00 pm
Friday - 10:00 am - 3:00 pm

CONFERENCE HOURS

Tuesday - Thursday, 10:00 am - 6:00 pm
Friday - No conferences scheduled

MACWORLD EXPO ATTENDEE BONUS

Your registration fee includes a six month, \$7.50 paid subscription to Macworld Magazine. (The basic subscription rate is \$30 for twelve issues.) To receive your subscription, simply complete a Macworld Magazine Signature Subscription Card located at either Macworld Magazine booth (BEC/1206 or WTC/5420). (Only one card per paid attendee, please.)

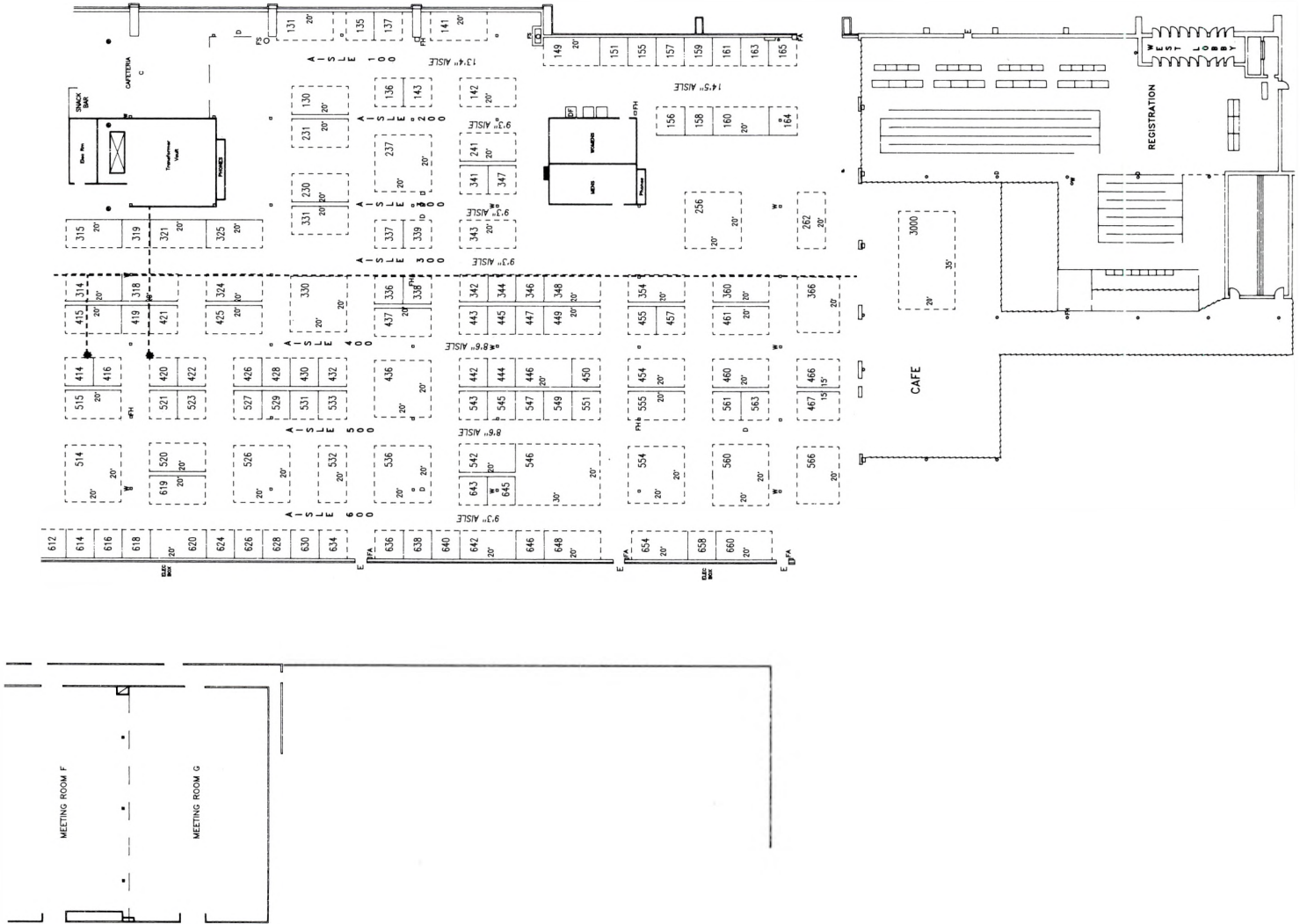
This detailed architectural floor plan illustrates the layout of the Bayside Lounge & Restaurant. The plan is oriented with North at the top. Key features include:

- Dining Area:** A large central area filled with numerous rectangular tables, many of which are numbered (e.g., 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897

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		Ex Machina, Inc.	301, 304		
		ExperVision	1022		
		FAST Electronic U.S., Inc.	1638		
		Flexware	1112		

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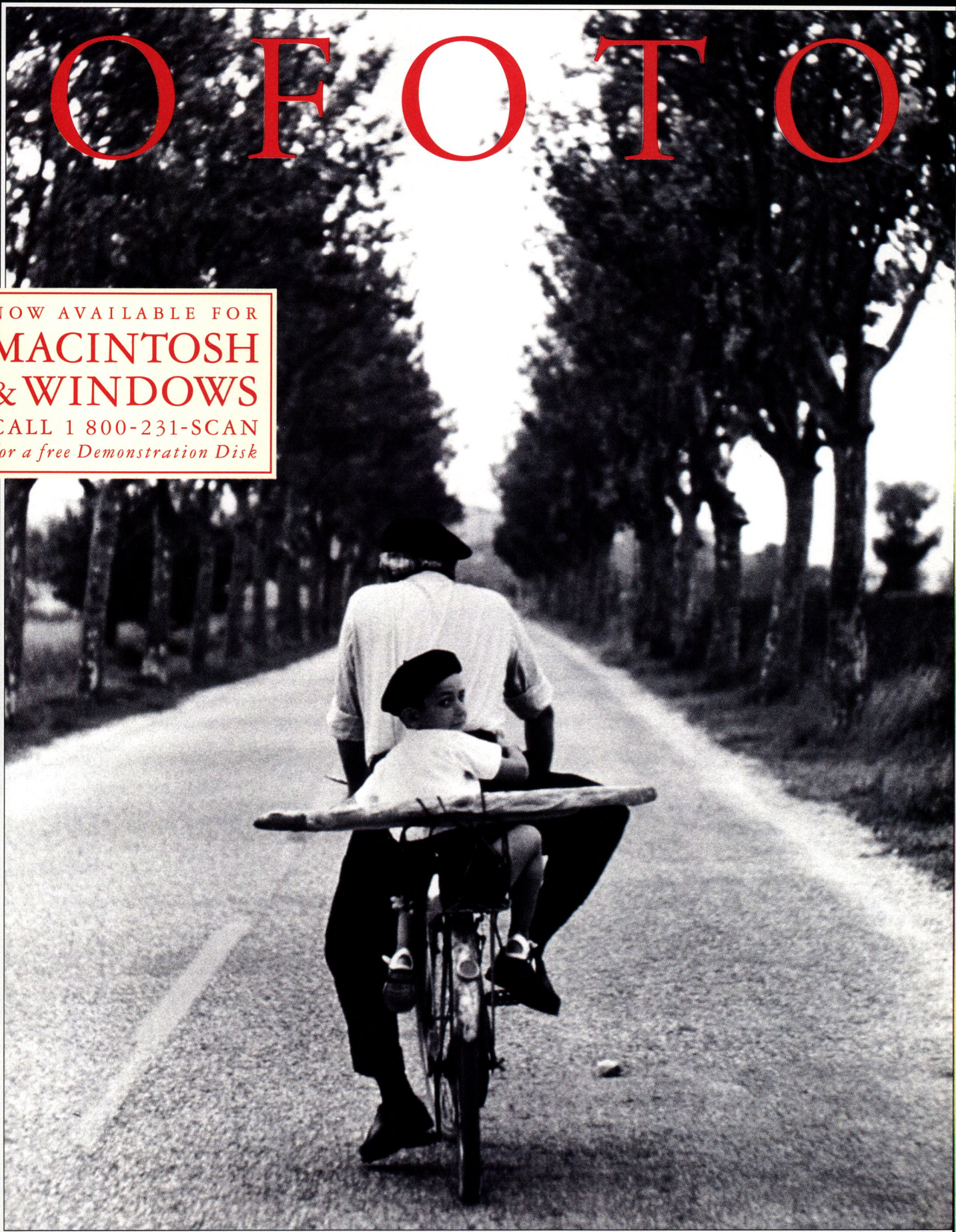
WTC indicates World Trade Center

Meckler Corporation	1808	Pixar	1716	Sonnet Technologies, Inc.	612
Media Tec	543	PLANMaker	527	Sony Corporation of America	1000
Memory Plus, Inc.	1110	Polaroid Corp.	526	Spectral Innovations	648
Mercury Systems	338	Polybus Systems Corporation	455	Specular International	330
Micro Electronic Technologies, Inc.	508	Power Up Software Corporation	425	Storage Dimensions	1730
Micro Planning International, Inc.	209	Pre-Owned Electronics, Inc.	1312	Storm Technology, Inc.	2053
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MicroMac Computer Systems	1837	Precision Line Inc.	141	SuperOffice	2133
MicroMaps Software	2118	Precision Type, Inc.	337	Supra Corporation	437
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MicroStore, Inc.	308	Presentation Technologies, Inc.	608	SYNEX	1633
MicroTouch Systems	136	Probero Innovations	157	SyQuest Technology	555
Mirror Technologies	1300	Procom Technology, Inc.	514	TechWorks	1523
Mitsubishi Electronics America, Inc.	2130	Prosonus	910	Teknosys, Inc.	321
Multimedia Library, The	549	Psychic Lab, Inc.	347	Tektronix, Inc.	1531
Mustek Inc. (formerly Marstek)	314	Quantum Books	1517	TeleTypesetting Co.	450
Nada Chair	533	Que Software	1744	Texas Instruments	824
National Association of Dsktp. Pub.	208	RAN-RAD Advanced Networks	547	THOR Manufacturing	818
National Prepress	1415	RasterOps	1506	Thought I Could	342
Natural Resources	460	RBC, Incorporated	1944	Timeworks, Inc.	1624
New Video Corporation	922	Reactor, Inc.	100A	Tom Snyder Productions	151
New York MacUsers Group	609	Reality Technologies	2120	Total Peripherals, Inc.	515
Newcastle Computer Services PLC	626	Relax Technology, Incorporated	620	Total Systems	1412
NewGen Systems Corporation	1612	Rentex Office Equipment	137	Tribe Computer Works	911
Newlife Computer Corporation	1806	Rutishauser	262	TRIK, Inc.	1936
Newtonville Camera	165	Sanctuary Woods Multimedia Corporation	531	VAMP, Inc.	604
Nolo Press, Inc.	1619	Santos Technology Inc.	1316	Ventana Press, Inc.	1606
Northern Telecom	804	Sassafras Software, Inc.	442	Virtus Corporation	618
Now Software, Inc.	436	Saturae Corp.	443	Vision Software International	1909
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OCE Graphics (formerly Shlumbe)	161	Sensible Solutions, Inc.	2037	Wacom Technology Corp.	2064
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OMRON Office Automation Products, Inc.	532	Serius Corporation	1644	Washington Apple Pi, Ltd.	1513
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Optical Access International	309	Sierra On-Line/Sprint	2108	Williams & Macias Inc.	421
Optical Media International	422	Silicon Graphics, Inc.	716	Wolfram Research, Inc.	1710
Optima Technology Corp.	2137	Silicon Sports	926	WordStar International	230
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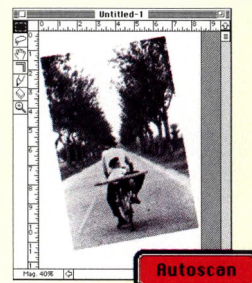
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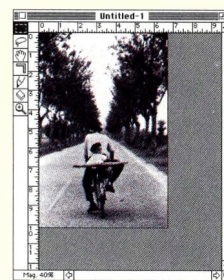
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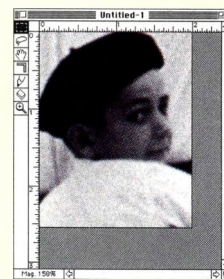
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Broderbund Software	Boylston 3
Claris	Beacon Hill 1
CONFERENCE SESSIONS	World Trade Auditorium
CONFERENCE SESSION	Commercial Complex
CONFERENCE SESSIONS	Harborview Ballroom
E-Machines	Beacon Hill 2
Farallon	Harborside
GCC Technologies	Federal 1
Macamerica	Tremont Boardroom
MacWEEK/Ziff-Davis	North End 1
Macworld Magazine	Mezzanine Office
Microtech International	Boylston 2
PRESS CONFERENCE ROOM	Cambridge 2
PRESS ROOM	Cambridge 1
PSI Integration, Inc.	Boylston 1
Radius, Inc.	Back Bay Complex
SuperMac Technology	North End 2

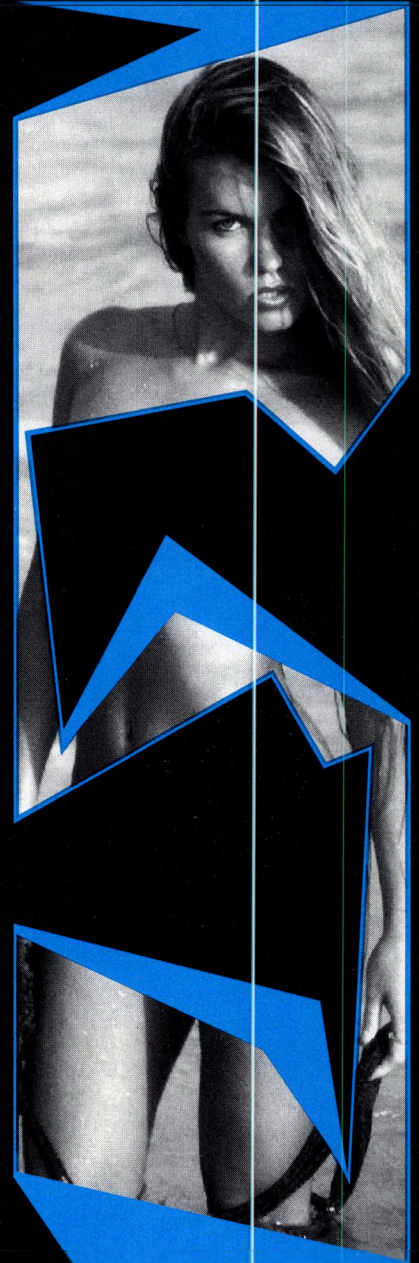
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Company	Meeting Room
Education Conf. Sessions	F
Education Conf. Sessions	G
MacResource Center	E
Macworld Magazine	D
RasterOps Corporation	A
TechWorks	C
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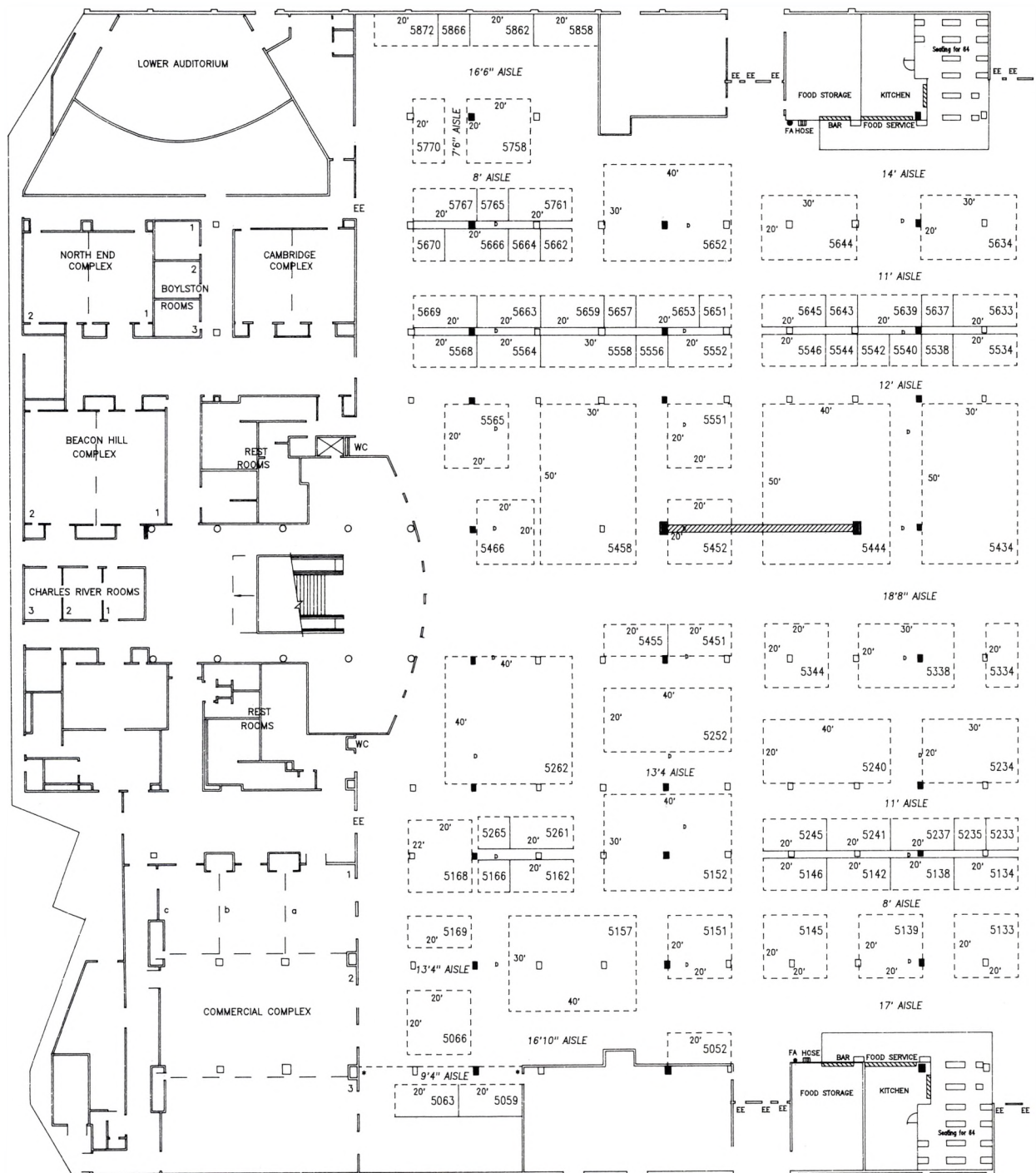


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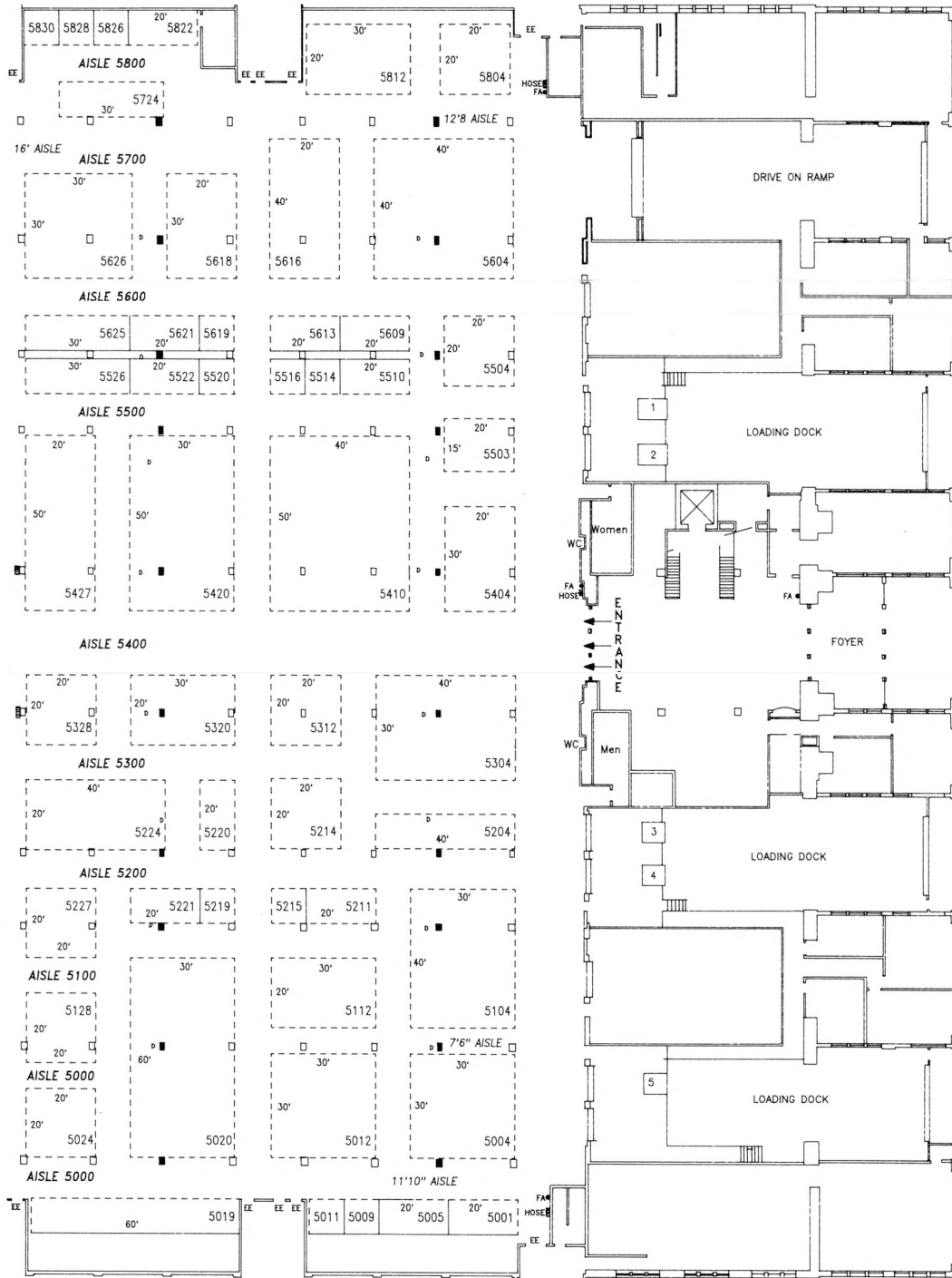
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Advanced Gravis Computer Technology Ltd.	5653	Heizer Software	5556	Panamax	5516
AEC Software	5558	Hewlett-Packard Company	5604	Peachtree Software, Inc.	5503
AESP, Inc.	5211	High Performance Systems, Inc.	5221	Peripheral Outlet	5666
Aladdin Systems, Inc.	5146	I/O Design, Inc.	5552	Persona Technologies	5162
Aldus Corp.	5458	Impulse Technology	5862	PLI	5504
Aldus Corp.	5466	Insignia Solutions Inc.	5151	Portfolio Systems Inc.	5451
ALSoft, Inc.	5534	Kaetron Software Corp.	5659	Prometheus Products, Inc.	5546
Altsys	5334	Kensington Microwave Limited	5328	PSI Integration, Inc.	5551
Apple Computer, Inc.	5410	Kent Marsh Ltd.	5633	Radius Inc.	5152
Aries Systems Corporation	5011	Language Systems Corporation	5544	Rainbow Technologies, Inc.	5765
Avatar Corporation	5024	Lasergraphics, Inc.	5237	Redgate Communications Corp.	5609
Avery Dennison	5564	LaserMaster Corporation	5652	S.H. Pierce & Co.	5830
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CalComp	5338	MacAcademy	5663	Shana Corporation	5669
Casady & Greene, Inc.	5169	Macamerica, Macintosh Division of Merisel	5020	Shiva Corporation	5134
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Dantz Development Corporation	5166, 5168	Microtech International, Inc.	5157	TreeAge Software, Inc.	5540
Dataviz, Inc.	5320	Microtek Lab, Inc.	5767	Truvel, division of Vidar Systems Corp.	5761
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E.E.S. Companies, Inc.	5866	(formerly Paragon Concepts)	5220		
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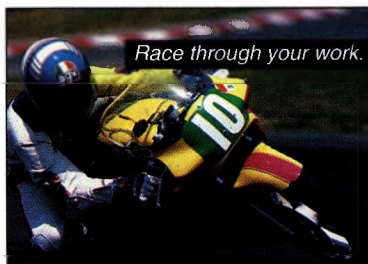
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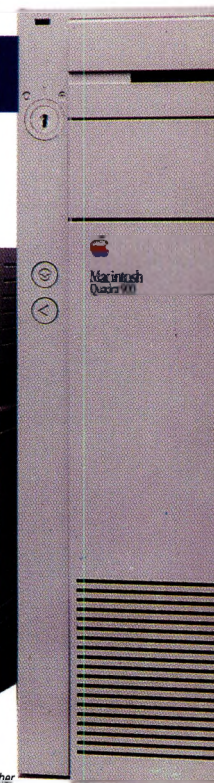
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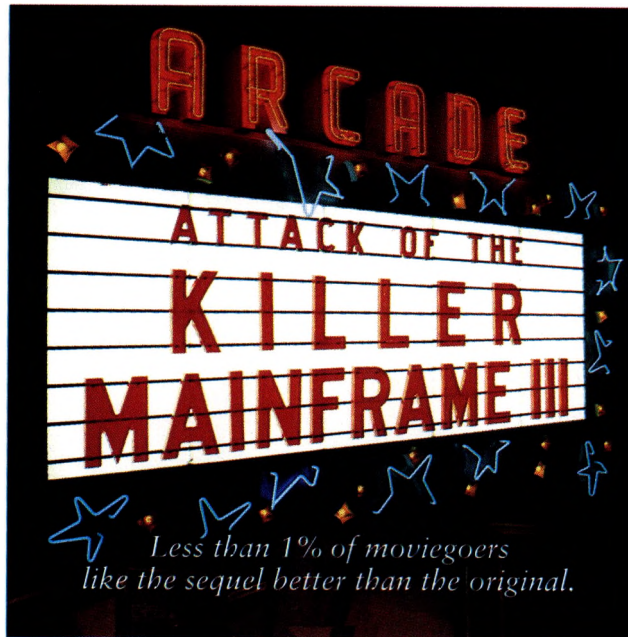


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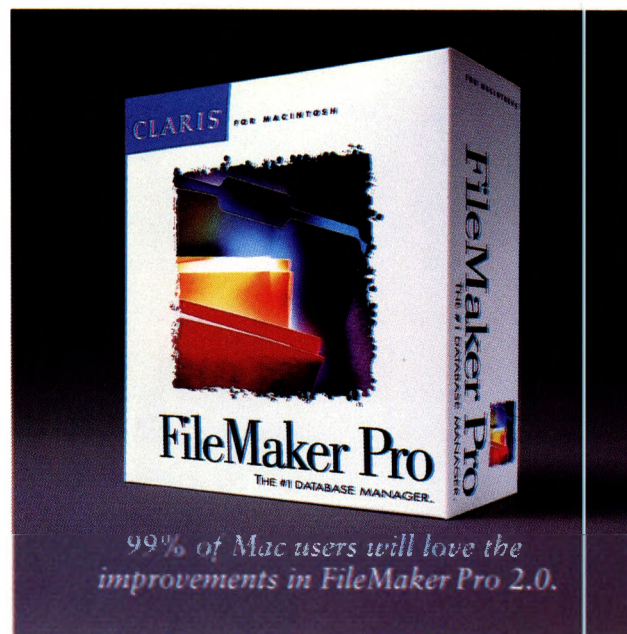
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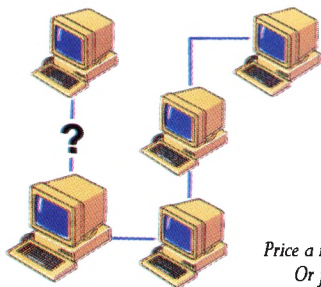
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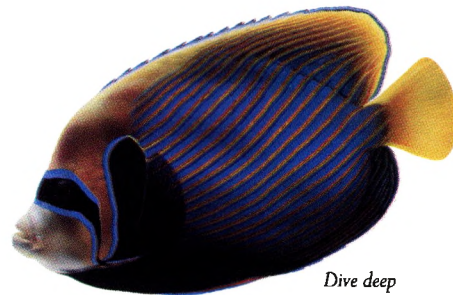


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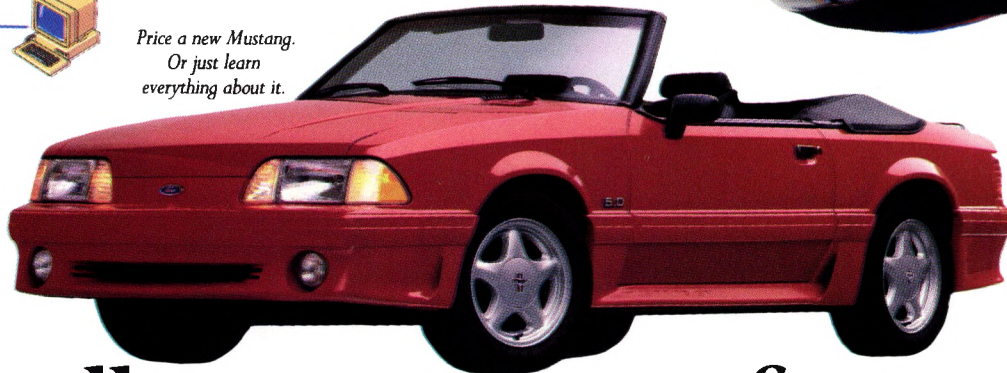


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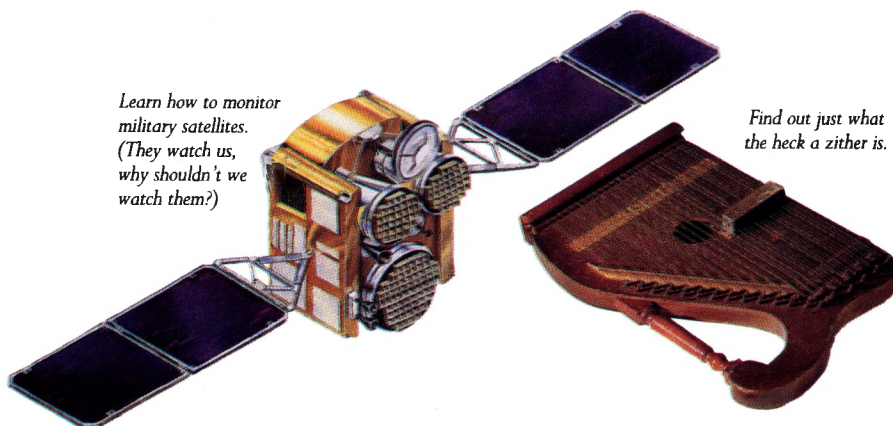
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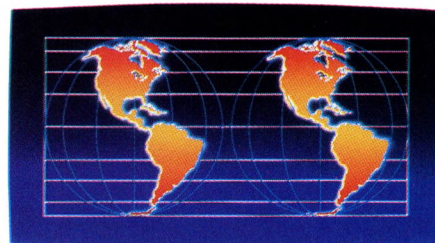


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22611 Markey Court, Bldg. 113
Sterling, VA 22170

AEC Software develops project management, database and scheduling programs. The product line includes: AEC Information Manager™—a project-oriented database; FastTrack Schedule™ Version 5.0—a Gantt chart generator to create and update schedules quickly and easily; FastTrack Resource—a resource allocation tool used to schedule people, rooms and equipment.

AESP, Inc.

WTC/5211

1810 N.E. 144 St.
N. Miami, FL 33181

After Hours Software

BEC/324

5990 Sepulveda Blvd.
Van Nuys, CA 91411

Come and see After Hours Software's products. The company that brought you TouchBASE, the personal contacts database, now brings you DateBook. DateBook, personal time management software, is the most advanced scheduling system available for Macintosh. DateBook's seamless integration with TouchBASE makes you more efficient in managing your time and contacts. Special show pricing: \$59.95 each/\$99.95 both.

AG Group, Inc.

BEC/1413

2540 Camino Diablo, Suite 202
Walnut Creek, CA 94596

The AG Group, Inc. specializes in easy-to-use Macintosh-based software tools for troubleshooting and optimizing computer networks. New products include Silver Cloud™, a hierarchical Macintosh 'Chooser™', and Skyline/ET™, an Ethernet traffic archiving and analysis program. Also featured are existing network management products: EtherPeek™, LocalPeek™ and Net Watchman™.

AGFA Compugraphic Division

BEC/705

200 Ballardvale St.
Wilmington, MA 01887

Agfa is featuring two new scanners: Arcus, designed for the desktop market and Horizon, designed for the professional prepress and graphic arts markets. Also featured are Agfa Type products including CDRCM 3.1, a Kern Edit Utility and Type Chart Program, and two new recorder products: ProColor Premier and PCRII.

EXHIBITOR DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Aladdin Systems, Inc.

WTC/5146

165 Westridge Drive
Watsonville, CA 95076

Everyone's raving about Stuffit SpaceSaver—the transparent way to increase disk space. The results are in for Stuffit 3.0 and they show it has the most compact compression and it's the fastest, too. Come by to see for yourself what everyone is talking about. All products are System7-savvy.

Aldus Corp.

WTC/5458

WTC/5466

411 First Avenue South, Suite 200
Seattle, WA 98104-2871

Alias Research Inc.

BEC/1830

110 Richmond Street E.
Toronto, ON, M5C 1P1 Canada

Alias Research, the world leader in creative design software, is showing Alias Upfront™ and the newest version of Alias Sketch!. Alias Upfront is a conceptual 3D drawing program that makes drawing in 3D as simple as sketching on a napkin. Alias Sketch! is a 3D illustration and design program that brings photo-realistic 3D images to graphic artists and illustrators.

Alki Software Corporation

BEC/445

219 First Avenue North, Suite 410
Seattle, WA 98109

Alki Software, leader in Microsoft Word enhancements, is showing MasterWord and several Word Proofing Tools. Floating toolbars plus foreign language and business dictionaries are featured.

ALSoft, Inc.

WTC/5534

22557 Aldine Westfield, Suite 122
Spring, TX 77373

Altec Lansing Multimedia

BEC/1314

Route 6 & 209
Milford, PA 18337-0277

The Altec Lansing Multimedia computer speaker system includes two powered, electronically controlled satellite speakers which are magnetically shielded and a separate powered subwoofer. The system features digital signal processing and separate bass, treble, balance, volume and A/B source

mixing controls to deliver audiophile quality sound to any leading personal computer.

Altsys

WTC/5334

269 W. Renner Rd.
Richardson, TX 75080

Altsys is the leader in Macintosh font editing and design software—providing quality programs for printing, publishing, desktop publishing and graphic arts. Fontographer®, the industry-standard PostScript® and TrueType® font editor, and Metamorphosis™ Professional is a unique utility for converting PostScript and TrueType fonts into editable outlines and other font formats. EPS Exchange™ allows Aldus FreeHand® 3.0 drawings to be reliably exported to Adobe Illustrator 88™ and 3.0.

American Information Exchange Corp. (AMIX™)

BEC/2052

1881 Landings Drive
Mountain View, CA 94043

REST AREA - Booth #2052. Take a few minutes to relax on the couches and chairs provided at the American Information Exchange Corporation (AMIX™) booth. Stay tuned as the AMIX Service™ - the world's first online Information Marketplace - is coming soon to a Macintosh near you.

American Ink Jet Corporation

BEC/449

13 Alexander Road
Billerica, MA 01821

AIJ is exhibiting the CompuJet line of ink jet refill systems to fill O.E.M. ink jet cartridges. On display is black and colored inks to refill your HP DeskJet 500, HP DeskJet 500c, PaintJet, PaintJet XL, PaintWriter, PaintWriter XL, Apple StyleWriter, and the Canon family of printers, including the BJ 10e, 300, 330, and the BJC 800, 820. Specialty papers and transparency film is also exhibited. Demos are given.

Amiable Technologies

BEC/624

3508 Market Street, Suite 210
Philadelphia, PA 19104

Apple Computer, Inc.

WTC/5410

20525 Mariani Avenue
Cupertino, CA 95015

"The Revolution Continues"...at MACWORLD! See and experience the entire Macintosh family of products, including the NEW Macintosh Quadra 950, as well as Apple's latest in system software. Consider the Apple booth your one-stop information resource for the many Apple-sponsored MACWORLD activities. A dedicated staff awaits you.
(See our ad on pages 4 & 5)

Applied Engineering

BEC/1701

3210 Beltline Rd.
Dallas, TX 75234

Applied Engineering designs, manufactures and markets an extensive line of enhancement products for Macintosh computers including accelerators, math coprocessors, data/fax modems, memory boards, high-density disk drives and four port serial cards. Since 1979, Applied Engineering has produced more than one hundred hardware and software peripherals for Apple personal computers.

Aries Systems Corporation

WTC/5011

One Dundee Park
Andover, MA 01810

Ars Nova Software

BEC/426

11811 N. E. 103rd. PL, Box 637
Kirkland, WA 98033

ARTBEATS

BEC/1810

3880 El Camino Dr.
San Bernardino, CA 92404

ARTBEATS is known for their line of critically acclaimed EPS and multimedia backgrounds. They are currently demonstrating their latest release, *Marble & Granite*. This package contains files suitable for hi-res prepress publishing, 3D rendering, slides and multimedia. Show Special prices are available at their booth.

Asanté Technologies, Inc.

BEC/500

404 Tasman Drive
Sunnyvale, CA 94089

Asanté, the leader in Macintosh networking, manufactures a complete line of Ethernet cards (thick, thin, 10BaseT) and TokenRing

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cards for both Macs and PCs, as well as platform-independent 10BaseT hubs. Our PersonToPerson personal messaging Macintosh network software offers an array of communication tools. Come by and see our new intelligent hub - the AsanteHub 1012.

ASD Software, Inc.

BEC/1416

4650 Arrow Hwy., Suite E-6
Montclair, CA 91763

See demonstration of ASD's leading security software package, FileGuard®, and the MaccessCard Reader™. Also demonstrated: Active Memory™, a Personal Information Manager (PIM) designed to transmit important data/reminders to other networked users, and WindoWatch, a transparent window tracking software product which generates timesheets automatically in the background. New products from ASD: Replica, an automatic backup utility featuring generational copies and SmartTrash, an intelligent trash shredder utility.

ASI/Pastel Development Corp.

BEC/1838

113 Spring Street
New York, NY 10012

ASI/Pastel Development Corp. is exhibiting DayMaker, a personal organizer software package that provides a comprehensive, quick response solution to personal organization, combining scheduling, appointments, to-do lists, calendars, alarms, Gantt charts, addresses, phone numbers, categorization and printing to personal organizer formats. Also being featured is the DayMaker Travel Case, designed specifically for the Apple PowerBook and bundled with DayMaker.

Atelier Systems

BEC/354

3615-A Market Street
San Francisco, CA 94131

Atelier Hello is a personal communications manager that allows PowerBook and desktop Mac users to create correspondence with a simple double-click. A compact application, Atelier Hello includes Address Book and Typewriter modules in its debut version.

Attain Corp.

BEC/454

48 Grove Street
Somerville, MA 02144

IN CONTROL™, the To-Do List Manager that MacWEEK calls "undeniably the product of choice." Track and manage every detail of your daily activities. Organize — and reorganize — your lists instantly. Macworld says, "If you make lists — and mercy on you if you don't — get this program." From the creators of FileMaker®.

ATTO Technology, Inc.

BEC/1900

1576 Sweet Home Road
Amherst, NY 14228

ATTO, a leader in High Performance Technology, is exhibiting the SiliconDisk (access time 0.02 ms and transfer rate 10.0 MB/sec), and SiliconExpress NuBus SCSI-2 accelerator (10.0 MB/sec transfer rate). If you work in prepress, graphics, imaging, animation, CAD or databases, ATTO has products for you. Also showing several new products to be announced at showtime.

autodessys, Inc.

BEC/2045

2011 Riverside Drive
Columbus, OH 43221

form•Z 2.0: General purpose 3D solid and surface modeler for the Macintosh, capable of interactively generating any 3D form with unprecedented ease: boolean operators, 3D sculpting, terrain modeling, curves and curved surfaces (NURBS), high precision, unlimited Undos, drafting, rendering and many more features integrated into a single package.

Avatar Corporation

WTC/5024

65 South Street
Hopkinton, MA 01748

Exhibiting its MacMainFrame Series and Netway Family of IBM 3270 connectivity solutions, MaxWay AppleTalk routers and LanWay Ethernet and Token-Ring network interface cards. The Netway SNA gateway supports Ethernet, Token-Ring, SDLC, V.35 and LocalTalk networks, up to 128 sessions, Macintoshes, PCs, GDDM graphics, multiple hosts and more. The MacMainFrame Series supports Token-Ring, SDLC and coax networks, workstation and gateway configurations.

Avery Dennison

WTC/5564

818 Oak Park Rd.
Covina, CA 91724-3624

Avery introduces new Laser Card products, including Name Tags, Rotary Cards and Index & Post Cards — all designed for use in most popular laser and plain ink jet printers. In addition, Avery will be demonstrating a new version of the Personal Label Printer™, the easiest way to print great-looking labels one at a time. Other products include the MacLabelPro™, Laser Labels, Index Maker™, 1st Impressions™, The Desktop Bindery™ and ColorFrames™.

AXA Corp.

BEC/2116

171152 Mitchell, Suite C
Irvine, CA 92714

BackSaver Products Co.

BEC/432

53 Jeffrey Ave.
Holliston, MA 01746

BackSaver is exhibiting at MacWorld, Boston Booth #432. The company manufactures Ergonomic and backcare products that can be used at a terminal in home or office. Products include Executive chairs, Task chairs with articulating arms, Adjustable Footrests, Wristrests and cushions to make traditional chairs more comfortable. The products are designed to mitigate occupational hazards in the workplace.

Bananafish Software, Inc.

BEC/414

730 Central Avenue
San Francisco, CA 94117

With ThoughtPattern™ 2.0, Bananafish Software's personal organizer for Macintosh, you'll never lose a document, forget an idea or miss an appointment again, because ThoughtPattern lets you store, cross-reference and retrieve any information, including notes, To Do's, spreadsheets, letters and images. Calendars, alarms, contact management and super-fast searching make ThoughtPattern the powerful, easy solution to personal information management.

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Bar Code Systems, Inc.

BEC/158

7000 Central Parkway, Suite 1210
Atlanta, GA 30328

Bar Code Systems, Inc. (BCS) is exhibiting SymArt Systems™ and Coupon Xpress™. SymArt Systems is a software application which allows the user to generate high precision, quality film masters (Macintosh & IBM versions). Unique quality control features include Bar Width Adjustment, Output Adjustment and a Film Master Verifier. Coupon Xpress is a new innovative software application using Quark® Xtensions. It enables the user to design coupons, keep coupon information in a data base and track them effectively and efficiently.

Barneyscan Corporation

BEC/130

130 Doolittle Drive #19
San Leandro, CA 94577

Barneyscan Corporation is featuring CIS•ColorAccess, its award-winning color correction and separation software, with popular desktop scanners. Also on display are the CIS•3515 Professional Slide Scanning System, the world's first desktop slide scanner, and the powerful CIS•4520 RS Transparency Scanning & Color Separation System for your electronic prepress needs.

Baseline Publishing, Inc.

BEC/1211

1770 Moriah Woods Blvd, Suite 14
Memphis, TN 38117-7118

Battery Technology, Inc.

BEC/346

5700 Bandini Blvd.
Commerce, CA 90040

Battery Technology, Inc. offers a 25% extended run time battery for 140/170 Powerbook. It also has a unique quick-lock feature which eliminates the need for the removable door latch as used on the Mac's original battery. It will accompany with a hard plastic cover to prevent the potential contact shorting problem.

Beagle Bros, Inc.

BEC/1844

6215 Ferris Square, Suite 100
San Diego, CA 92121

BeagleWorks™ is the truest form of integration, featuring seven modules: word processing, database, spreadsheet, charting, drawing, painting and communications. BeagleWorks uses Publish and Subscribe to hot-link information between documents, and using

its revolutionary In-Context Editing™, you can create or edit linked material within the context of the document in which you are working.

Berkeley Systems, Inc.

BEC/400

2095 Rose Street
Berkeley, CA 94709

Help your screen "live long and prosper" with STAR TREK®, the Screen Saver. Kirk, Spock, McCoy and the crew of the U.S.S. Enterprise™ join forces with trilling Tribbles, burrowing Horta and Klingon warriors to ward off phosphor burn-in. Beam over for a preview of this incredible new collection. From the makers of After Dark.

(See our ad on page 30)

BlackLightning, Inc.

BEC/159

Riddle Pond Road
West Topsham, VT 05086

BlackLightning is selling its new laser printer book, *Flash Compendium 1992* as well as its LaserColor foils, LaserRulers, Laser Printer Color Toners, Laser Printer Color Transfer Toners, and while-you-wait custom t-shirts, mugs, and mousepads. They also have pure Vermont Maple Syrup for you to take home for pancakes!

Blyth Software, Inc.

BEC/1916

1065 E. Hillsdale Blvd., Suite 300
Foster City, CA 94404

BMUG

BEC/318

WTC/5215

1442A Walnut Street, Suite 62
Berkeley, CA 94709-1496

BMUG is an educational, non-profit corporation promoting the exchange of information. BMUG's 10,000 plus members, computing in 47 countries around the world, support its weekly meetings, 16-line BBS, technical help line, software library and publications. Memberships, shareware disks, CD-ROMs and other BMUG publications will be available. Technical questions will also be answered.

BodyCello

BEC/1100

P.O. Box 910531
Sorrento Valley, CA 92191-0531

BodyCello distributes adult software for the discriminating consumer. Exotic and exciting

titles are available on both CD-ROM and a 3 1/2" diskette. View the latest and greatest in adult entertainment software, from Start up Screens to multimedia video productions. Demos are available to any person over 18 years of age.

(See our ad on page 15)

Boston Business Graphics, Inc.

BEC/1737

300 Wildwood Street
Woburn, MA 01801

Boston Business Graphics is a presentation graphics and desktop publishing company specializing in creative design, production and graphic imaging. BBG is exhibiting their design and imaging capabilities on the MAC QUADRA 900 connected to graphics peripherals such as the Tektronix PHASER III PXI Color Printer and AGFA scanners and film recorders.

Boston Computer Society

BEC/1618

1372 Massachusetts Avenue
Cambridge, MA 02140

BCS•Mac is a non-profit educational organization, and the largest user group in the world. Stop by the booth for Expo Special disk sets, and version 10 of the BCS•Mac PD CD. Learn more about the group—and join.

Brøderbund Software, Inc.

WTC/5404

P.O. Box 6121
Novato, CA 94948-6121

Brøderbund Software is showcasing Arthur's Teacher Trouble™; Brøderbund's latest Living Book; Kid Pix™, the paint program just for kids; Kid Pix Companion™, the latest addition to the Kid Pix line; TypeStyler™, a highly acclaimed text manipulation program; and The Treehouse™, featuring seven captivating games for children.

Brother International

BEC/2044

200 Cottontail Lane
Somerset, NJ 08875-6714

Byte Magazine

BEC/1520

One Phoenix Mill Lane
Peterborough, NH 03458

BYTE is the world's leading magazine for technically advanced business buyers and computer professionals who set product and technology standards across all major

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platforms. BYTE, a McGraw-Hill TechNet publication, is read by more than one million people worldwide. Free copies of the September issue are available.

C.A.R. Inc.

BEC/416

7009 Kingsbury Ave.
St. Louis, MO 63130

C.A.R. Inc. produces the popular EPS Graphics Library: Clipables. Clipables has been rated one of the finest and most extensive libraries produced for the Macintosh. The latest version of Clipables consists of more than 1100 beautifully rendered illustrations, covering topics ranging from Business to Maps to Sports. Special Show Pricing.

Cabletron Systems, Inc.

BEC/2030

35 Industrial Way
Rochester, NH 03867-5005

Cabletron provides the industry with an in-depth line of Macintosh connectivity products. Cabletron's Macintosh line ranges from DNI cards for Token Ring, Fiber and Ethernet, to the hub-level GatorStar and GatorMIM allowing quick connectivity for Appletalk networks to the central corporate backbone. Further extending its Macintosh abilities to the customer, Cabletron offers Macanalyzer which analyzes data flow across the network.

Caere Corp.

WTC/5240

100 Cooper Court
Los Gatos, CA 95030

CalComp

WTC/5338

2411 W. La Palma
Anaheim, CA 92801

(See our ad on page 67)

Calhoun & Associates

BEC/2031

2269 Chestnut Street, Suite 882
San Francisco, CA 94123

Calisé

BEC/108

23228 Hawthorne Blvd., Suite 221
Torrance, CA 90505

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- FontStudio
- FONTEK

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If you love type, FontStudio 2.0 is the all-powerful professional program for you. FontStudio puts you in total control of character outlines and on screen bitmaps



whether you're creating an original logo, font of your own, or importing and modifying an existing PostScript Type 1, Type 3, or TrueType font.

FONTEK



Letraset

Letraset

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Letraset's world renowned display type library offers superior quality digital type fonts in the broadest range of type display styles available. FONTEK typefaces are faithful to the library's original typeset designs in every detail—on screen and in print.

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Create dazzling and imaginative headlines with the perfect tool for custom display typography and type effects. Layout grids, drawing tools and guidelines provide everything you need to condense, stretch, slant, scale, rotate and distort type with total control over kerning, letter-spacing, sizing and placement. Ideal for signage, multi-media, video titling, package design or any imaginative print media application.



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Canon U.S.A., Inc.

BEC/1816

One Canon Plaza
Lake Success, NY 11042-1113

Caravelle Networks Corporation

BEC/325

301 Moodie Drive, Suite 306
Nepean, ON, K2H 9C4 Canada

Caravelle Networks develops network software including: NetWORKS — This software monitors networks and reports problems via pager, E-Mail, graphics or alarms. Freedom for Network Managers on the move. Mac-To-Mac FileShare — a tool for transferring files, across zones, that offers multiple file transfers, background operation and security. It is coupled with a Textphone communication feature.

Carina Software

BEC/2069

830 Williams Street
San Leandro, CA 94577

Casady & Greene, Inc.

WTC/5169

22734 Portola Drive
Salinas, CA 93908-1119

Cayman Systems, Inc.

WTC/5621

26 Landsdowne St.
Cambridge, MA 02139

CD Technology

WTC/5826

766 San Aleso Avenue
Sunnyvale, CA 94086

CD Technology® is showing the award-winning CD Porta-Drive® and CD-ROM software developed by its sister company—MediaLive™. In addition to the popular MultiMedia HANDisc™, MediaLive is introducing America Alive™ GUIDisc™. This is the first in a series of guidebook-on-disc

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touring America's major cities, national parks and attractions.

CD-ROM Exposition

BEC/1216

260 Milton Street
Dedham, MA 02026

(See our ad on pages 84 & 85)

CE Software

BEC/1400

1801 Industrial Circle
West Des Moines, IA 50265

CE Software's award-winning QuickMail is the complete E-mail solution, providing enterprise-wide connectivity to other forms of electronic mail. All of CE's products work with the widest variety of heterogeneous desktop office automation products. CE's major products include QuickKeys, the leading System 7-savvy Macintosh macro product; Tiles, CalendarMaker, Alarming Events, and DiskTop.

Central Point Software, Inc.

BEC/415

15220 NW Greenbrier Parkway, #200
Beaverton, OR 97006

Central Point MacTools is the automatic and complete data protection solution --- Data Recovery, Backup and Anti-Virus. Unique features include: scheduling of disk analysis and repair, Excel and Word file repair and automatic network updating of Anti Virus signatures. MacTools protects and recovers from virus attacks, disk crashes, file deletions and much more.

Ceres Software, Inc.

BEC/420

2920 S.W. Dolph Court, Suite 3
Portland, OR 97219-3962

Come see INSPIRATION™, the leading Thought Processor for the Macintosh. INSPIRATION helps you brainstorm, plan, organize and communicate your ideas. Use INSPIRATION to create mindmaps, diagrams, tree charts, presentation visuals, outlines, reports and proposals. INSPIRATION integrates easy-to-use diagramming and powerful outlining. See and develop your concepts visually and as text.

Changeling Software, Inc.

BEC/2128

596 Elm St.
Windsor Locks, CT 06096

Now shipping: PAX IMPERIA™. Experience a universe of adventure and conquest. Rule an expanding empire while you pursue diplomatic relations with other emperors in neighboring star systems. Race for technological advancement and planetary discovery. Build a star-spanning civilization, form alliances and declare war. Go where no Mac has gone before!

Chena Software, Inc.

BEC/634

905 Harrison St.
Allentown, PA 18103

Chena Software is demonstrating the Eddy award-winning information spreadsheet, Fair Witness 1.2—an ingenious way to integrate the things you do as part of a group or as an individual. Fair Witness combines the best of an outliner, a database and a project manager into one slick, easy-to-use program. Come see the great new features in the recent upgrade and find out what you can do—only with Fair Witness!

JUST HOW MUCH FASTER IS 2FAST™ STORAGE?

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9 MB/sec.***

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3.5 MB/sec.***

We put storage speed to the test by benchmarking our powerful new 2FAST family of storage systems against the competition's best offerings. Time after time, 2FAST systems were faster. Two, three, even five times faster. That performance edge is critical when you're running drive-intensive applications such as imaging, multimedia, prepress and graphics.

THE WINNING COMBINATION: INNOVATION AND INTEGRATION.

2FAST is a superior implementation of Fast SCSI-2 interface technology. By integrating our advanced driver software and innovative Fast SCSI-2 busmastering co-processors with a new generation of Fast SCSI-2 drives, we create a truly optimized storage system that smashes the I/O bottleneck.

GET TOMORROW'S TECHNOLOGY TODAY. AND A FREE GUIDE TO FAST SCSI-2.

Fast SCSI-2 is the platform of the future. And with our 2FAST storage systems, available from 235 megabytes to 8 gigabytes, your future is built in. Our "Advanced SCSI-2 Technology Guide" presents an objective look at what SCSI-2 can mean to you. Visit Storage Dimensions at MACWORLD, Booth #1730, or call toll-free 800-765-7895 for your free copy. Find out for yourself how 2FAST will make your Mac™ applications run faster. A lot faster.

* Chart measures sequential reads (350 blocks) using MacinMeter with a 2GB Fast SCSI-2 hard drive. 3.5 MB/sec. test was run on the Macintosh Quadra native SCSI port.



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Chinon America, Inc.

BEC/2062

615 Hawaii Avenue
Torrance, CA 90503

Chinon is highlighting the flexible, new Chinon MO128 3.5" Magneto Optical rewritable drive. This ISO standard drive offers 128 megabytes of data storage with floppy drive convenience. Also being demonstrated is the CDC-431 and CDA-431 CD-ROM drive series and the DS-3000 Color and Black and White scanner line.

Circuit Research Corp.

BEC/630

2 Townsend West, Suite 6
Nashua, NH 03063

Circuit Research will unveil its new line of facsimile/data modems and multiple-channel communications server allowing up to eight fax data or ISDN channels to be serviced by one Macintosh. Based around a central fax server, network users can send fax or data directly from their workstation. The client application supports EPS, fractional font widths and full E-mail integration, i.e., MS Mail and QuickMail.

Clarix

WTC/5434

5201 Patrick Henry Drive
Santa Clara, CA 95052

Clarix debuts FileMaker Pro 2.0, a new version of the #1 database manager on the Macintosh and introduces MacProject Pro, the definitive standard in Macintosh project management. Clarix offers a complete family of award-winning software applications that are exceptionally easy to use but also give you access to the powerful features you need to do your job.

(See our ad on pages 20 & 21)

Codenoll Technology Corporation

BEC/360

1086 N. Broadway
Yonkers, NY 10701

Codenoll Technology is demonstrating new 100 Mbps FDDI (Fiber Optic Distributed Data Interface) and fiber optic Ethernet (10BASE-F) networking adapters for Apple Quadra and Macintosh NuBus systems. These adapters set new levels of performance, reliability and security for NuBus networked systems.

Network support includes System 7 AppleTalk and Phase 2 routing, MACTCP and A/UX.

Communications Specialties, Inc.

BEC/2131

89A Cabot Court
Hauppauge, NY 11788

Communications Specialties is exhibiting Coconut, their Macintosh and VGA to video scan converter. The Macintosh version will convert both 640X480 and 512X384 resolutions to composite video, S-video and RGBs in NTSC and PAL. Coconut requires no software or internal cards and supports up to 24 bit color.

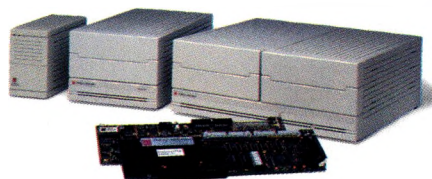
Compatible Systems Corp.

BEC/521

4730 Walnut St., Suite 102
Boulder, CO 80301

Compatible Systems is showcasing its new RISC Router 3000E Ethernet-to-Ethernet router: 2 Ethernet ports, 2 LocalTalk ports, AppleTalk, TCP/IP, DECnet, \$2,995! Compatible Systems also manufactures a full line of Ethernet

A LOT FASTER.



STORAGE DIMENSIONS

Help your screen
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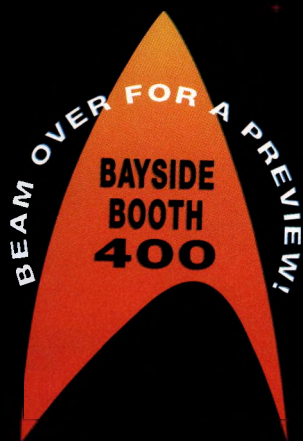
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Beam aboard the U.S.S. Enterprise™ with Captain Kirk, Mr. Spock and all your favorite Star Trek characters on a mission to prevent screen damaging phosphor burn-in.

You'll encounter trilling Tribbles, burrowing Horta, and Klingon warriors in this incredible new collection inspired by the original Star Trek TV series.

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products for Macintosh, including internal and external adapters, printer adapters and routers.

CompuCover

BEC/2126

2104 Lewis Turner Blvd.
Ft. Walton Beach, FL 32547

Compumation

BEC/419

820 N. University Dr.
State College, PA 16803

We're demonstrating latest versions of Print Central, Color Central and BureauMaster. Print and Color Central pool print jobs to multiple printers, releasing workstations instantly. Color Central provides small placement files which are replaced by the original images at the server. BureauMaster automates the reception and printing of networked and modem files.

COMPUnearring Inc.

WTC/5522

113 McCabe Crescent
Thornhill, Ontario, L4J 2S6 Canada

Civil Engineering and Architectural Products: structural, surveying, contouring, and terrain modeling. Demonstrations of our products include: LANDview, a new program for contouring; terrain modeling, volume calculations; LANDesign, for surveying and COGO; structural analysis programs: FRAME mac (for frames, trusses, beams), BEAM mac 2, BEAM mac, MacShapes and LANDcalc for deed plotting.

CompuServe Incorporated

BEC/1922

5000 Arlington Centre Blvd.
Columbus, OH 43220

The CompuServe Information Service is the largest worldwide network for Macintosh users with over 1700 products and services in the areas of online computer support, software, travel, news, weather, reference, shopping, games, and financial services. CompuServe helps you get more out of your Macintosh!

(See our ad on page 22)

Computer Artist

BEC/642

One Technology Park Drive
Westford, MA 01886

Computer Artist provides information about techniques, products and services used by creative professionals working with electronic

tools. Color Publishing provides a comprehensive source of information in the evolving market for color systems. Also being distributed are: Computer Graphics World, covering all aspects of computer graphics, and TypeWorld, focusing on typesetting and electronic publishing.

Computer Associates International

BEC/554

One Computer Associates Plaza
Islandia, NY 11788-7000

Computer Care, Inc.

BEC/348

420 N. 5th St., Suite 1180
Minneapolis, MN 55401

Computer Care showcases video and RAM products for the PowerBooks. BookView Imperial adds 6 megs of RAM and provides color/grey scale monitor output, up to 19" in 8-bit color, for the PowerBook 140/170 and monochrome output for the PowerBook100. BookView duplicates the display of the built-in screens. Both output to most VGA, Apple, NTSC monitors and overhead projectors. BookRAM is an upgradeable 2, 4 or 6 meg pseudo-static memory card.

Computer Currents Publishing

BEC/1518

4 Chrysler Road
Natick, MA 01760

Computer Currents, the national network of regional computer publications, is handing out FREE copies of the Boston edition. With editions in Boston, San Francisco, Southern California, Atlanta, and Texas, Computer Currents provides business users with news they can really use. You may also subscribe to the Boston edition FREE. For the best in both local and national computer news, Computer Currents delivers.

Computer Expressions

WTC/5233

3833 Chestnut Street
Philadelphia, PA 19104

For strained wrists, Computer Expressions offers relief with the Keyboard Buddy™ wrist rest and the Mouse Buddy™ wrist rest for mouse users. Both products may be custom-imprinted with your company's logo. C.E. is also exhibiting its exclusive M.C. Escher® line of imprinted mouse pads and wrist rests. 1-800-443-8278

Computer Fun

BEC/110

7343 Ronson Rd., Suite H
San Diego, CA 92111

Computer Fun has lots of fun products for your Mac—the adorable "Smack-It", Data Dog, the new Mini Mood, world-famous, cute Happy Face Computer and Printer Covers, the awesome RadPad mouse pad, and collectable, terrific t-shirts. Come see all our funny, fun and functional computer accessories.

Computer Hotline Magazine

BEC/156

15400 Knoll Trail, Suite 500
Dallas, TX 75248

Computer Library

BEC/710

One Park Avenue
New York, NY 10016

Computer Library is introducing Computer Select for Macintosh, a CD-ROM database of computer information that enables professionals to research technology trends and identify and select hardware, software and data communications products. Computer Select contains one year's worth of 170 computer and business publications, specifications for 72,000 products, profiles of 13,000 companies and a comprehensive glossary of computer terms.

Computer Museum, The

WTC/5822

300 Congress Street - Museum Wharf
Boston, MA 02210

The only museum in the world devoted solely to computers and their impact on society. The Computer Museum is for people of all ages and interests. More than 100 interactives, two award-winning theaters and the finest collection of vintage computers and robots ever assembled. Don't miss our new exhibit, Tools and Toys: The Amazing Personal Computer, on view now! Right down the street from The World Trade Center!

Computer Town

BEC/1322

304 South Broadway
Salem, NH 03079

ComputerAid, Inc.

WTC/5643

599 Quarry Street
Fall River, MA 02723

Featured are MacSac Carrying Cases for all the Macintosh computers including the

EXHIBITOR DESCRIPTIONS

BEC indicates Bayside Exposition Center

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PowerBook, Classic, LC, IIsi and StyleWriter printer. The PowerBook Deluxe Case, designed to hold all the peripherals, also holds a printer and paperwork. The MacSac Slim Case fits in a briefcase. The MacSac Briefcase carries a "mobile office" of equipment. Anti-static dust covers are also featured.

Computers Etc. Superstore

WTC/5019

216 Newbury St. (Rte. 1 South)
Peabody, MA 01960

Computers Etc. Superstore, an Apple Authorized Dealer, is New England's original computer Superstore and its leading computer store. The Superstore carries a gigantic selection of computers, peripherals, accessories and software, specializing in products for Macintosh plus a full range of other computers. Come to booth #5019 and take advantage of our special show prices on a wide selection of exciting new products from Apple and dozens of the most innovative Macintosh-based manufacturers and publishers.

Connectix Corporation

WTC/5758

2655 Campus Drive, Suite 100
San Mateo, CA 94403

Presenting: CPU-utilities for PowerBook user's special needs. HAND-OFF II - the intelligent file launching utility. Eddy-nominated, 5-Mice rating. INFOLOG - easily organize, store, cross-reference and file critical information. MAXIMA - essential software for 4MB SIMMs. Extends 24-bit mode, offers RAM disks in 24- and 32-bit mode. VIRTUAL - high performance virtual memory utility. Eddy, 5-Mice rating.

Contact Software International

BEC/1906

1840 Hutton Drive, #200
Carrollton, TX 75006

Contact Software International is exhibiting the newly released ACT! for Macintosh. ACT! for Macintosh has all the tools you need to track your contacts and stay organized including a powerful contact database and day planner, custom report generator and full-featured word processor. Also featured is ACT! for the HP 95LX, ACT! for Windows and ACT! 2.1.

Cornerstone Data Systems

WTC/5009

P.O. Box 6260
Anaheim, CA 92816

For Mac-to-mainframe connectivity, CDS provides MacEmulate, full-featured terminal

emulation software that supports Wyse, TeleVideo, Hazeltine, ADDS Viewpoint, VT100 and Data General terminals. Includes advanced terminal features and convenient Macintosh options. Supports color and Apple's CommToolBox. Easier to use and more useful than a terminal. MacPlus or higher. System 7 compatible.

Cornice Software

BEC/1938

1538 Howard Access Road, Suite B
Upland, CA 91786

OfficeMaster™, integrated single and multi-user Client/Server contact management database program allows contact tracking, electronic messaging, to-do lists, resource scheduling, meeting scheduling, mail list management, printing and more! OfficeMaster gives you and your firm organization. Available in single, five, ten and custom user packages. Missed our booth? Call: (714) 985-8323.

CPU Products

BEC/2105

144 North Water
Derby, KN 67037

CPU Products offers connectivity products including IBM and compatible cables, SCSI II cables, gender changers and adapters, Sun Microsystems cables, switchboxes, Apple-compatible cables, SCSI and premium SCSI cables, ADB cables, PhoneNet and AppleTalk-compatible kits, Mini Din connectors, Truevision cables, surge protectors, Ethernet, 10BaseT cables, Arcnet, and Token Ring Cables.

Creative Solutions, Inc.

WTC/5542

4701 Randolph Rd., Suite 12
Rockville, MD 20852

CSI is featuring the new SCSI/Serial box, which adds 4 serial ports to any Macintosh. Networking and communications applications users benefit from the additional ports, following Apple's lead away from Nubus slots. Also on display: CSI's Serial Add-on Boards, Centronics Parallel Interface Board, Prototyping Tools and MacForth Plus.

Curtis Manufacturing Co., Inc.

BEC/600

30 Fitzgerald Drive
Jaffrey, NH 03452-1931

Features the MVP Mouse, an ergonomic trackball with 3 button design, on-screen custom control panel and optional Foot Switch. Also shown will be a wide selection

of other innovative MAC accessories including: MacFeet, Wrist Rest, Dust Covers, Mouse Pad Organizer, Tilt & Swivel Base, Security Kit, Keyboard Organizer and more...

Custom Applications, Inc.

BEC/921

900 Technology Park Dr., Bldg. 8
Billerica, MA 01821

With Freedom of Press® Light for the Macintosh, it's easy to produce high quality PostScript language graphics and fonts on almost any low-cost Canon, HP, Apple, GCC, or QuickDraw compatible printer! Includes 17 outline fonts and supports ATM and Type 1 fonts. It's System 7 compatible and easy to use — JUST PRINT IT!

Dantz Development Corporation

WTC/5166, 5168

1400 Shattuck Avenue, Suite 1
Berkeley, CA 94709

Dantz Development leads the field when it comes to backing up Macintoshes. The award-winning Retrospect provides automatic, unattended backups to any storage device. Retrospect Remote quickly and easily backs up your entire AppleTalk network to a single storage device. If you're a single user backing up to disks, Dantz presents the latest version of a traditional favorite, DiskFit Pro.

Data Description, Inc.

BEC/1911

P.O. Box 4555
Ithaca, NY 14852

Data Description, Inc. is exhibiting Data Desk 3.0. Data Desk is a graphical data analysis and statistics program that uses exceptional speed and dynamic plots and charts to allow you to find trends, patterns, anomalies and relationships in your data quickly and easily. Build-in expertise, a Finder-like interface and excellent tutorial documentation make the program easy to learn and use.

Dataviz, Inc.

WTC/5320

55 Corporate Drive
Trumbull, CT 06611

DataViz, leaders in databridge technology, is demonstrating its MacLinkPlus family of connectivity software. This Eddy award-winning software provides file transfer and translation between Macintosh and DOS, NeXT, SUN and Wang environments. Each product in the family is a complete solution that contains over 500 translation paths.

(See our ad on page 51)

How do you
make a
Rainbow?



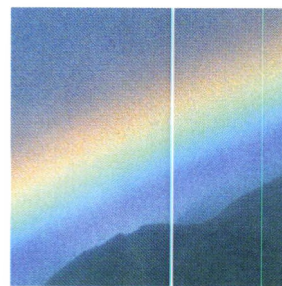
With Rainbow Link Technology.

Eastern Rainbow customers are quickly discovering the benefits of using our exclusive Rainbow Link. They're finding more flexibility in their production schedules. They're finding last minute changes easy to make. And they're finding they can count on the great color and high quality film work they've been receiving since 1976.

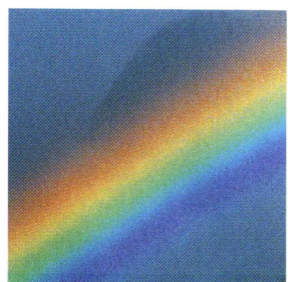
VISIT US AT MACWORLD EXPO BOOTH #2060

Our Rainbow Link technology makes it possible to "link" your Macintosh® or PC files to any one of our output systems. Provide us with your transparencies for scanning, color correction and any necessary retouching, and we will store your approved high resolution image files until you're ready for final page assembly and film generation.

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scan size or position. You'll never have to wait for a rescan because you changed your mind. And last minute text changes are easy to accommodate, too. Only Eastern Rainbow can offer you this flexibility in your production cycle.



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Davidson and Associates BEC/1023

19840 Pioneer Ave.
Torrance, CA 90503

Davidson and Associates features three products. Kid Works 2 frees kids to express themselves with words, icons and pictures and then plays back their creations. Headline Harry and the Great Paper Race uses Apple QuickTime Movies to uncover events from 1950-1990. Spell It Plus helps you master misspelled words in Spanish, French, German, and English.

DayStar Digital, Inc. WTC/5128

5556 Atlanta Highway
Flowery Branch, GA 30542

When you feel the need for speed, DayStar's award-winning products will boost your Mac's performance and improve your productivity. Our CPU accelerators, expansion cards & cache cards offer the cost-effective solution for Macintosh upgrades. We are demonstrating blazing-fast Quadra upgrades & the Universal PowerCache that fits eight different Macs. Eliminate bottle-necks and enhance your Mac's performance with 100% compatible upgrades from DayStar.

(See our ad on page 19)

DeltaPoint, Inc. WTC/5227

2 Harris Court, Suite B-1
Monterey, CA 93940

DeltaPoint, Inc. is exhibiting its award-winning charting and presentation software package, DeltaGraph Professional — complete with 40 different business and technical chart types, and 80 sub-types. This System 7-savvy product provides hot links to Excel, extensive chart formatting control, chart template and clip art libraries, QuickTime support and run-time presentation capabilities.

(See our ad on page 69)

Deneba Software, Inc. WTC/5618

3305 NW 74th Avenue
Miami, FL 33122

Deneba Software's award-winning object-oriented drawing program Canvas™ 3 features new pressure-sensitive Bézier curve support for drawing tablets, in addition to its QuickTime™ multimedia capabilities. Hands-on demonstrations also include UltraPaint™, Deneba's B&W painting, color painting and image processing application; as well as Spelling Coach™ Professional, the complete spelling and reference system, and The Big Thesaurus™, the most comprehensive thesaurus for the Macintosh.

Design Science, Inc. WTC/5514

4028 Broadway
Long Beach, CA 90803

Come see MathType 3.0, the full-featured version of the equation editor that we licensed to Microsoft for inclusion in Word 5.0! MathType 3.0 is the professional's choice for writing math equations. And, Word 5.0 users can upgrade to MathType at a significant discount.

DesignCAD, Inc. BEC/542

One American Way
Pryor, OK 74361

DesignCAD provides you with all the necessary tools to create any professional 2D design or 3D model for use in a wide range of design projects including: desktop publishing, technical illustration, design graphics, architectural, mechanical, civil or electrical engineering, multimedia, and business graphics.

Diaquest, Inc. WTC/5142

1440 San Pablo Ave.
Berkeley, CA 94702

(See our ad on page 57)

Digital F/X BEC/523

755 Ravendale Drive
Mt. View, CA 94043

Digital F/X presents the new Video F/X Plus™ integrated desktop video system that includes a video switcher, audio mixer, postscript graphics, tape and/or disk-based editing, and animation control. New features include MIDI and QuickTime support, and Soft F/X™, a software only digital video editor and Postscript to video interpreter.

Digital Products BEC/551

411 Waverly Oaks Road
Waltham, MA 02154

Digital Vision, Inc. BEC/1736

270 Bridge Street
Dedham, MA 02026

Digital Vision is featuring ComputEyes/RT, our new SCSI frame grabber video digitizer which captures 640x480 pixel, 24-bit color images in 1/30 second. It instantly captures high-quality

full-screen images for professional imaging applications and includes QuickTime support for building movies. And its SCSI design means it's compatible with all Macs. We also offer low-cost slow-scan digitizers — a good match for still video cameras like the XapShot.

Disc Manufacturing, Inc. BEC/444

1409 Foulk Rd., Suite 202
Wilmington, DE 19803

DMI is the largest independent manufacturer of CD ROM products — mastering and replicating of CD ROM, CD-I, DV-I, CD-TV. Premastering and technical support consultation, and fulfillment and drop shipment, 5-color label art and express service. In addition to standard screen printing, DMI is the only disc manufacturer in the U.S. offering offset printing which gives your labels the print quality of a fine, upscale magazine.

Display Research Laboratory BEC/640

Room. 101, Prosperous Building., 48-
52 Des Voeux Rd.
Central, Hong Kong

Display Research Laboratory is exhibiting low-cost multimedia products. MR Shot/LC is a QuickTime Movie and still image video digitizer with real-time windowing capability for Mac LC or LCII. MR Remote allows any Mac to control video equipment through infrared signal. MR Encode generates high quality NTSC/PAL signal from RGB signal.

DoubleCase Corp. BEC/636

5350 North Academy Blvd.
Colorado Springs, CO 80918

See our new PowerBook hard-side attaché styled travel cases in addition to our LC and Classic II cases. DoubleCases are made from double shell, prime high density polyethylene, which offers real protection for your computer. Lockable, low profile and lightweight. Affordable, superior protection unmatched by soft-side bags.

Dow Jones & Company, Inc. BEC/1417

P.O. Box 300
Princeton, NJ 08543-0300

Dow Jones offers investment software for individual and professional investors. The new charting program, Market Analyzer PLUS 2.0, is being featured. In addition to standard bar and comparison charts, point and figure and candlesticks are available. Sixty technical formulas are included in the package, with the

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capability to create our own. Dow Jones representatives are available to discuss the After Hours/Flat-Fee pricing plan for the News/Retrieval Service.

Dr. Mac, Inc.

BEC/2036

11050 Randall St.
Sun Valley, CA 91352

Drexler Collection

BEC/913

1635 16th Street
Santa Monica, CA 90404

Dynamic Graphics, Inc.

WTC/5520

6000 N. Forest Park Drive
Peoria, IL 61614

Now available! Electronic Clipper Creative Art Service®. Electronically indexed monthly art and idea service for Macintosh and PC designers featuring contemporary illustrations — including seasonal art, textures, borders and a full color graphic — by leading illustrators. It includes every illustration in the print Clipper, the world's leading art service for more than 28 years, plus suggested layouts and manipulation ideas.

E.E.S. Companies, Inc.

WTC/5866

2 Vernon Street, Suite 404
Framingham, MA 01701

POS/OE 4 Mac™, an innovative merchant solution for point of sale, order entry, inventory control and accounting is being demonstrated for retail, mail order and manufacturing. Come see how easy it is to automate and control your business with automated electronic credit card processing, barcode scanning and additional peripherals.

E.U. Wurlitzer Music & Sound

BEC/546

922 Commonwealth Ave.
Boston, MA 02215

E-Machines, Inc.

WTC/5565

9305 SW Gemini Drive
Beaverton, OR 97005

E-Machines, the leader in 16-inch displays, is showcasing the highest quality, low-cost solutions for corporate desktops. ColorPage T16 II benefits users with sharp text, vivid Sony-Trinitron colors and multiple resolutions. Futura interface cards offer 24-bit, photo-

realistic color and ColorLink cards integrate networking and graphics on one card.

EAASY SABRE/America Online

BEC/529

P.O. Box 619619, MD 3259
DFW Airport, TX 75261-9616

EAASY SABRE - your best automated resource for booking travel plans and reservations worldwide is demonstrating on America Online, the online service for Mac users with a powerful graphic Mac interface. EAASY SABRE allows you to make all your travel arrangements online, booking reservations on more than 350 airlines, 27,000 hotel properties and 57 rental car companies worldwide.

Eastern Rainbow, Inc.

BEC/2060

A Street, Derry Industrial Park
Derry, NH 03038

Eastern Rainbow is a 100-person prepress company covering all sectors of the graphics market. We have developed a product that allows you to change size, rotation and cropping of color separations at no charge. We produce integrated film output of page components at lightning speed with our Rainbow Link.

(See our insert between pages 32 & 33)

Eastman Kodak Company

WTC/5012

343 State Street
Rochester, NY 14650

The Printer Products Division of Eastman Kodak Company is exhibiting the KODAK EKTAPLUS 7016 Printer for shared environments and also their ink-jet line of printers, both black and white and color. CD Imaging is displaying newly released Photo CD software applications. Professional Imaging announces a revolutionary second-generation digital camera, the KODAK Professional DCS 200 Digital Camera and a dramatically improved higher resolution 35mm film scanner, the KODAK Professional RFS 2035 Film Scanner.

Educational Resources

WTC/5204

1550 Executive Drive
Elgin, IL 60123

Educational Resources is the largest distributor of software and accessories to schools. We offer a vast array of educational software, supplies, accessories and hardware at savings up to 60% off everyday. Call 800-624-2926 for your free Macintosh Catalog.

EDUCORP CD-ROM Products

BEC/100C

7434 Trade Street
San Diego, CA 92121-2410

EDUCORP is "Your CD-ROM Specialist" for both hardware and software. Over 200 CD-ROM titles including video clips and tools for multimedia, 5 CD-ROM drives along with general reference and DTP bundles are available at special show prices. Knowledgeable and experienced staff will be on hand to demonstrate the newest innovations in CD-ROM technology. We guarantee to meet or beat any advertised price.

(See our ad on pages 35-37)

EDUCORP SHAREWARE

BEC/100B

7434 Trade Street
San Diego, CA 92121-2410

Since 1984, EDUCORP has been compiling and distributing the finest collection of public domain/Shareware software for Macintosh computers. Select from more than 10,000 programs on 3 1/2" diskettes or get the entire collection, over one gigabyte of virus-free software, in a two CD-ROM set. Visit the EDUCORP booth to see the newest additions (many new Systems 7-savvy updates), our "Best of..." 5-disk sets and our most popular disks.

(See our ad on pages 35-37)

Electronics for Imaging (EFI)

BEC/1920

950 Elm Ave, Suite 300
San Bruno, CA 94066

Electronics for Imaging (EFI) is exhibiting Cachet™, a new class of software for color desktop color editing and reproduction. Cachet combines a unique and intuitive interface with EfiColor™, EFI's color management system, to provide users with consistent, accurate color editing and printing. EFI is also exhibiting the Fiery™ PostScript® controller which transforms your digital color copier into a continuous tone, four color, networkable, plain paper printer.

(See our ad on page 109)

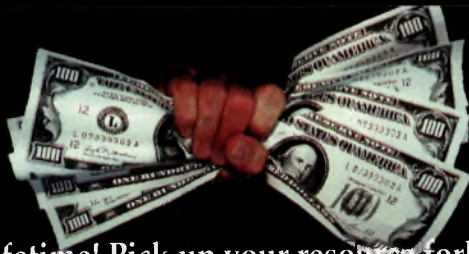
Engage Communication, Inc.

WTC/5538

9053 Soquel Drive
Aptos, CA 95003

Engage Communication specializes in the manufacture of land and non-land based Wide area network communications products. AppleTalk routers for point-to-point connectivity; multiport ethernet wide area routers; and AppleTalk-to-satellite broadcast routers for point-to-multipoint transmission.

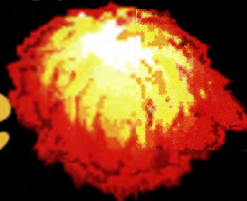
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The software smorgasbord of your lifetime! Pick up your resource fork, drop your jaw, and save on the best in CD-ROM drives, titles, bundles, and the finest Shareware software. You're sure to find something of interest. Our expert staff will help you. Buy now at show prices for 4 days only!



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See 20



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Experience the newest, most exciting, innovative CD-ROM titles available. Play captivating games, learn interactively, and much more! Meet the creators and view a variety of demos from 20 vendors.



Reactor, Inc.



CD-ROM Galleries



Media Design
Interactive



Art Sector 1



Gazelle
Technologies, Inc.



Wayzata Technology,
Inc.



Grolier Electronic
Publishing, Inc.



CD Technology



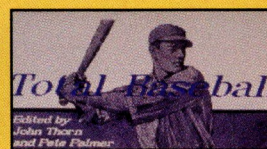
Alpha Technologies
Group, Inc.



Form & Function



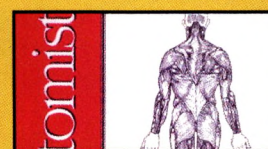
PhotoDisc, Inc.



Creative Multimedia
Corporation



Interactive Records



Folkstone Design



Bureau of Electronic
Publishing



Warner New Media



ArtBeats



Verbum



AGFA Corporation



Synergy

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FREE Drawing! Next
Page

EDUCORP



NEC CD-ROM drive,
8 CD-ROM titles, stereo speakers
& headphones-you pay only \$489!

1 Grolier Illustrated Encyclopedia

Look, Listen, and Learn! It's everything you want in a research tool and more. Over 33,000 articles, 1,000's of color illustrations, photos, and over 250 maps. (sugg. retail \$395)



4 Beethoven's 9th

One of the world's most recognized and beloved classical works. Features London's famed recording of Hans-Schmidt Isserstedt conducting the Vienna Philharmonic Orchestra. (sugg. retail \$99.95)



5 Cosmic Osmo

A critically-acclaimed masterpiece of wonder and magic. Zoom through the seven planets of Osmo's solar system and meet dozens of wonderful characters. Graphics, animations and music. Lose yourself in this dazzling world. (sugg. retail \$59.95)



6 Desert Storm

The War in the Persian Gulf. Here are the hundreds of gritty reports, photos, and tape recorded interviews of TIME war correspondents in the Persian Gulf and at home. (sugg. retail \$39.99)



2 Time Table of History

Science & Innovation. Travel to any point in history. Over 6,000 stories are linked to corresponding graphics, sound and animation. Click on any historic event to hear a voice over narration describing its significance. (sugg. retail \$129)



3 World Atlas

Access over 250 fully detailed color maps. Information on geography, people, government, economy, communications, defense forces and more. (sugg. retail \$79.95)



NEC CD Galleries

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EDUCORP CD-Sampler	\$9.95
Cinderella (Discs)	\$49.95
Speakers	\$20.00
Head Phones	\$10.00
SCSI Cable (MAC to SCSI)	\$19.95

NEC 37 CD Gallery Total Value ~~\$1,392.69~~
Part #C1969 YOU PAY ONLY \$489

NEC 74 CD Gallery Total Value ~~\$1,552.69~~
Part #D1970 YOU PAY ONLY \$719

7 EDUCORP CD Sampler

Designed to help you choose your next disc, this sampler features examples and demos of the newest and most popular titles. Demo of Spaceship Warlock included. (sugg. retail \$9.95)

8 Cinderella (Discs)

Bring your favorite fairy tale to life. Ask your Mac to read your favorite passages, to explain or pronounce unfamiliar words, and even identify objects in the pictures. (sugg. retail \$49.95)



We'll meet or beat any advertised price on CD-ROM products!

Drive	Access Time	Buffers	SCSI Settings	Volume Control	Audio Software	SCSI Ports	Terminator	Termination	RCA Jacks	Maximum Voltage	Data Transfer	Reliability MTBF	Warranty	Price	Part#
NEC CDR-74	280ms	64K	Dip Switch	Dial	Music Box DA	2	Included	Not Terminated	Yes	220 Volts	300K/Seconds	25,000	2 Year	\$619	1970
NEC CDR-37	450ms	64K	Dip Switch	Dial	Music Box DA	1	Not Included	Internal Termination	No	120 Volts	150K/Seconds	10,000	2 Year	\$459	1969



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BAYSIDE BOOTH #100



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You must purchase a CD-ROM drive from EDUCORP to take advantage of these fantastic savings! All CD-ROM drives include the EDUCORP CD Sampler and driver software FREE.

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You'll get the Multimedia HANDisc and America Alive CD-ROM FREE with purchase. This is our best-selling CD-ROM drive. It utilizes the Toshiba XM 3301 mechanism. 325ms/64K buffer.



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Five 800K disks packed full of our best Shareware software.

- | | |
|---|--|
| 1123 Best of Utilities v.3 - NEW
Some require System 7. | 1166 Best of Clip Art v.2
Contains over 100 MacPaint and EPS clip art pictures. |
| 1124 QuickTime Set - NEW
5 QuickTime movies for a color Mac.
QuickTime extension included. | 1224 Best of EPS Clip Art v.1
Over 100 EPS images. |
| 1118 Best of EPS Clip Art v.2 - NEW
100 EPS files. | 1118 Best of EPS Clip Art v.2
Categories include: Animals,
Business, Holidays, Machines,
Symbols, Designs and more. |
| 1126 Best of True Type Fonts v.2 - NEW
Over 40 fonts for System 7 users. | 1709 Type 1 Font Set
Over 45 high quality Adobe Type
Manager compatible Laser Fonts. |
| 1117 Best of Color Games v.2 - NEW
11 color games. 13" monitor or larger
required w/256 colors. | 1703 True Type Fonts v.1
40 more great True Type fonts for
System 7 users. |
| 1706 System 7 Set
12 System 7 utilities, ResEdit, 90 color
icons and 18 true type fonts. | 1126 True Type Fonts v.2
Over 40 great True Type fonts for
System 7 users. |
| 1125 System 7 Sounds
Control sound events like startup,
beep and shutdown. | 1708 Color Games Set v.1
Includes card games, puzzles, board
games, and arcade games. |
| 1157 Best of Color
Color pictures and programs. | 1151 Best of Games v.1
Over 30 B&W games. |
| 1705 Best of Color Art v.1
Over 50 color pictures in 256 colors.
Picture viewer included. | 1168 Best of Games v.2
Over 30 B&W games. |
| 1154 Best of Kids
Educational programs and games to
entertain young children. | 1117 Best of Color Games v.2
A great selection of color board
games and arcade games. |
| 1155 Best of Education
Over 60 programs for ages 8 to 16. | 1225 Medical Software
Our best medical programs. |
| 1163 Best of Clip Art v.1
Hundreds of MacPaint files. | |

Info: 619-536-9999 • Orders: 1-800-843-9497



FREE!

Win 5 CD-ROMs

Free Drawing!

- 1st place - Win 5 CD-ROMs
2nd place - Win 4 CD-ROMs
3rd place - Win 3 CD-ROMs

Win up to 5 of these best-selling CD-ROM titles:



Creepy Crawlies
Dinosaurs
Dictionary/Living World
Grooves
LifeSaver
Magic Flute
Orchestra
View from Earth
Beethoven #14
Brahms German Requiem
Desert Storm
Funny

The 1st place winner chooses 5 of the CD-ROM titles above. 2nd place winner picks 4 of the remaining titles, and the 3rd place winner takes the last 3.

**Fill out entry form to win.
Bring to EDUCORP's
Bayside Booth #100.**

Name

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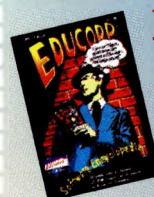
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Get EDUCORP's 384-page software encyclopedia FREE with purchase. Or buy it for only \$1.

We Have Connections

The Competition

\$59⁹⁵
\$39.50 in Ten Packs
\$31.90 in Fifty Packs



Guaranteed 100% compatible with AppleTalk & PhoneNet—because every TurboNet ST is Manufactured under Patent License from Farallon Computing, Inc.

The Focus TurboNet ST™

\$14⁹⁹
\$11.99 in Ten Packs
\$ 9.99 in Fifty Packs



The TurboNet ST uses a remarkable new Distributed Signal Dependent Damping technology that automatically absorbs reflected signal and keeps the work out of maintaining your network.

*Suggested Retail Price
all prices verified on 6/24/92

Save even more with 10 Packs & 50 Packs!

10 Pack **\$119⁹⁹**
Farallon's PhoneNet price - \$395.00*

50 Pack **\$499⁹⁹**
Farallon's PhoneNet price - \$1,595.00*

How do we sell products at these low prices? Manufacture it and sell it Direct to the customer.

You save \$40 or more on every TurboNet ST—because we took the middlemen out of the loop

TurboNet ST allows you to use ordinary phone wiring to connect your Macintoshes, printers and peripherals together. It's the smart buyers alternative to Apple and Farallon's expensive connectors.

Only TurboNet ST has all of these features:

- **LED activity lights**
- **Self terminating**
- **PhoneNet & AppleTalk compatible**
- **Lifetime Warranty**

Anyone who has experienced the task of troubleshooting an AppleTalk network and tried to determine which node was sending or receiving data on the network can tell you: *You can't see where network activity stops without LED lights!* And only TurboNet ST has activity lights.

The Best Value

Features	TurboNet ST	PhoneNet
LED Activity lights	✓	
Self-Terminating	✓	
Lifetime warranty	✓	✓
For all Macs	✓	✓
Cool Black Color	✓	
Under \$15	✓	
Surge protection	✓	✓
30-day Money Back Satisfaction Guarantee	✓	*

*Policy varies with individual retailers.

Our unique self-terminating feature means you won't ever have to troubleshoot termination problems with a network that uses TurboNet ST's. It's that simple. And termination is something we can all do without these days.

100% compatibility with all Macs & PhoneNet connectors is guaranteed by Focus. And if any TurboNet ST ever fails, we will replace it with our lifetime product warranty.

So stop wasting your time and money with overpriced PhoneNet connectors—order TurboNet ST today.

800-538-8866

Call toll free to order now
Inquiries welcomed from Resellers, VARs, and Systems Integrators

FOCUS
Quality, Service, Support & Value



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How to Order: Our Customer Advisors will help you Monday thru Friday 9am to 8pm Eastern Time. We accept VISA, MasterCard, American Express, Discover, Fortune 500 PO's, Government and University PO's (approved), business and personal checks (with check approval), Cashiers checks, Money Orders, and COD. • Focus Enhancements, Inc. 800 West Cummings Park, Woburn, MA. 01801 • 617-938-8088, fax 938-7741

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EXHIBITOR DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Engineered Software

WTC/5613

615 Guilford-Jamestown Rd.
Greensboro, NC 27419

Engineered Software, manufacturers of Macintosh software since 1983, continues to develop fast, easy to use, computer-aided design and related software. PowerDraw™, production CAD, is sophisticated with an easy elegant interface. The PowerDraw Translator is a file conversion program that converts drawings between various CAD and graphics programs. Call (919) 299-4843 for more information.

Ensign Systems

WTC/5657

26 North Main St., Suite B
Layton, UT 84041

Envisio

BEC/461

510 First Ave. N., Suite 303
Minneapolis, MN 55403

Envisio proudly presents our video display and memory products for Apple PowerBooks, including the Eddy Award winning Notebook Display Adaptors. Stop by our booth and take a look at how you can expand the capabilities of your PowerBook with an internal video adaptor or memory expansion card from Envisio.

Essential Software

BEC/643

28 Mulford Ave., P.O. Box 402
Staatsburg, NY 12580

Essential Software is exhibiting Easy Alarms 2.0, the just-released version of their popular personal calendar and reminder system. New features include calendars with in-the-squares text, customizable list windows and printing of multi-column text, datebooks and monthly calendars. Single-, five- and ten-user versions are being sold from their book at special discount prices.

ETC Peripherals, Inc.

BEC/1641

5426 Beaumont Center Blvd.
Tampa, FL 33634

ETC Peripherals' new and updated product line includes: the first BubbleJet Printer with on-board hard disk, ethernet, LocalTalk, serial and SCSI interface; Datapress intelligent SCSI controller for truly real-time data compression; ETC network products (10 BaseT 12-port Hub and Ethernet Thin Repeater); ETC extended keyboard; and ETC DataDrives series featuring the DataPort family of removable hard drives.

Everex Systems

WTC/5634

48431 Milmont Drive
Fremont, CA 94538

Ex Machina, Inc.

BEC/301

BEC/304

45 East 89th Street, Suite 39-A
New York, NY 10128

Ex Machina, Inc. is a leader in the development of solutions leveraging the natural synergy between personal computers and wireless data communications. Current products include Notify! wireless messaging server software that enables computer applications to send messages through local, regional and national messaging systems for display on wireless communications devices. (See our ad on page 55)

ExperVision

BEC/1022

3590 North First Street
San Jose, CA 94531

TypeReader is new OCR software for Macintosh users that recognizes entire documents — not just characters — accurately and automatically. This OCR program offers a new recognition standard for Macintosh users with What You See Is What You Get (WYSIWYG) retention of document formats, unrivaled character accuracy, pushbutton operation and on-screen proofing. TypeReader is based on a proprietary Machine-Learned Fragment Analysis (MLFA) technology.

Farallon Computing, Inc.

WTC/5252

2000 Powell St.
Emeryville, CA 94608

Farallon is exhibiting its comprehensive line of Macintosh networking hardware and software. The company is showing its full complement of LocalTalk and Ethernet products, including cards and connectors for desktop connectivity as well as repeaters and new hardware routers for internetworking. The new StarRouter LocalTalk-Ethernet router/gateway and InterRoute/5 LocalTalk-Ethernet router/gateway demonstrate the company's commitment to providing a system of networking building blocks for the Macintosh.

FAST Electronic U.S., Inc.

BEC/1638

5 Commonwealth Road
Natick, MA 01760

FAST's Video Machine is a hardware/software solution which turns your Macintosh into a desktop video editing studio. With Video

Machine, the user can edit and mix (A/B roll) two videos together to create professional quality videos with effects, titles and graphics. FAST is also exhibiting Screen Machine, a video integration board and software.

Flexware

BEC/1112

P.O. Box 68
Tahoe City, CA 96145

Flexware introduces The Tracker™, a complete Contact, Sales and Pipeline Management System. Tracks contacts, follow ups, to do's, sales forecasts for salespeople and management. Integrates to standard Flexware accounting modules. High speed network performance with FlexShare™, our client/server. Perfect for Apple's PowerBook with uploading and downloading to central database.

FOCUS Enhancements

BEC/160

800 W. Cummings Park, Suite 4500
Woburn, MA 01801

FOCUS Enhancements, the value leader in Macintosh enhancements, is exhibiting its full line of LocalTalk and Ethernet connectivity products and its new line of Fixed, Removable and Optical storage devices. FOCUS has show specials on its popular TurboStar (16 port LocalTalk Hub), its Ethernet external SCSI adaptor and other products.

(See our ads on pages 38 & 126)

Fractal Design Corporation

BEC/1537

335 Spreckels Drive, Suite F
Aptos, CA 95003

Fractal Design Corporation specializes in graphic painting and image retouching software for the Macintosh and Windows PC. Fractal Design develops and markets the award-winning products: Fractal Design Painter, ColorStudio and ImageStudio.

Fractal Generation Inc.

BEC/344

2895 Biscayne Blvd., Suite 285
Miami, FL 33137

EXHIBITOR DESCRIPTIONS

BEC indicates BaySide Exposition Center

WTC indicates World Trade Center

Fusion Data Systems

WTC/5524

8920 Business Park Drive
Austin, TX 78759

Fusion's 68040 accelerators for the Mac IIx, IIfx, IIsi, SE/30, and LC provide the fastest performance available to users of CAD, graphics, modeling, simulation, animation, and spreadsheets. Up to 28 MIPS and 4.6 MFLOPS, plus a built-in math coprocessor. Up to 300% faster than a Macintosh IIx.

FWB, Inc. (Hammer)

BEC/408

2040 Polk St., Suite 215
San Francisco, CA 94109

FWB is exhibiting the legendary HAMMER family of mass storage and backup peripherals, and Hard Disk Toolkit SCSI utility software. See the new SledgeHammer Array series of high speed dual-drive fault-tolerant subsystems, and the innovative SCSI JackHammer - a SCSI-2 accelerator for NuBus. Also shown will be 5.25" optical drives and HammerDAT backup systems for unattended network backups.

GCC Technologies, Inc.

WTC/5234

580 Winter St.
Waltham, MA 02154

GCC Technologies, a leading developer of Macintosh peripherals since 1984, will be spotlighting several new products, in addition to its range of award-winning laser printers and hard drives. Making its debut into the color printer market is ColorTone, a continuous tone dye-sublimation color printer at \$10,999. And rounding out GCC's QuickDraw printer line is the new WideWriter 360, a large-format Bubble Jet printer capable of printing on paper up to 17" x 22" in size, at just \$1699.

GE Information Services

BEC/1621

401 N. Washington St.
Rockville, MD 20850

GE Information Services is demonstrating a family of electronic communications and information management solutions. These services includes BusinessTalk® System 2000, a communications/information management system operating within DOS, Macintosh and Windows environments. GE is exhibiting Sales Marketing Communications System (SMCS), a software package, with a Macintosh front-end providing productivity tools for all levels of sales and marketing personnel.

GE Rental/Lease

BEC/646

6875 Jimmy Carter Blvd., 3200
Norcross, GA 30071

GE Rental/Lease rents and leases brand-name PCs, Multimedia Equipment, and Workstations. Nationwide, overnight delivery available. Local delivery, set-up, and pick-up available in many major cities.

General Parametrics Corp.

BEC/2067

1250 Ninth St.
Berkeley, CA 94710

General Parametrics is displaying the Spectra*Star™ Model 450, the only color thermal printer to include a film recorded for 35mm PostScript®-compatible color slides. The company is also showing the VideoShow® HQ, a simple, fully integrated and affordable multimedia presentation solution, and VideoShow ARCT™, an advanced remote control.

GeoQuery Corporation

WTC/5219

475 Alexis R. Shuman Blvd #385E
Naperville, IL 60563

GeoQuery is the leading business mapping product for the Macintosh. Using built-in maps and ZIP codes, GeoQuery automatically classifies and locates business data such as customer lists and corporate facilities. Version 3.0 includes support for roads and all major capabilities of System 7. Premiering is GeoQuery for ACT!, a new product for users of ACT! for Macintosh by Contact Software.

Global Village Communication

WTC/5804

685 East Middlefield
Mountain View, CA 94039

Global Village Communication introduces major new products in the TelePort and PowerPort families of send/receive fax modems. The TelePort family targets users of desktop Macintoshes. PowerBook owners use the fully internal PowerPort family. Both product lines utilize our updated GlobalFax software, the easiest and most feature-rich fax software for the Macintosh.

Gold Disk Inc.

WTC/5005

385 Van Ness Avenue, Suite 110
Torrance, CA 90501

Gold Disk Inc., a developer of multimedia presentation and graphics software for the

Macintosh and Windows platform, is exhibiting Surpass and Animation Works, business presentation software programs that provide all levels of users an easily understandable user interface for the incorporation of text, slide, graphic, sound, QuickTime and animation into business presentations.

Golden Triangle Computers, Inc.

BEC/1212

4849 Ronson Court
San Diego, CA 92111

Golden Triangle offers innovative utility products that let you get the most from your Macintosh. This year, we will feature DiskSpace, new software providing patent pending driver-level compression technology that lets you double the space of your hard disk, invisibly. We will also demonstrate SnapBack, easy automatic backup for business, DiskTwin and TwinIt, automatic, continuous backup and DiskMaker, a high performance formatter/manager.

Graphic Simulations Corporation

BEC/917

1200 East Collins, #214
Richardson, TX 75081

Graphic Simulations publishes entertainment and simulation software for the Macintosh family of computers. Titles include "Hellcats Over the Pacific", a WWII Pacific theater simulation; "Hellcats Mission Disk 1"; and the soon-to-be-released "F/A-18 Hornet", a simulation of a modern jet fighter. All products are compatible with SE/30 and greater Macintosh models.

Great Plains Software

WTC/5872

1701 S.W. 38th Street
Fargo, ND 58103

Great Wave Software

BEC/1600

5353 Scotts Valley Dr.
Scotts Valley, CA 95066

New educational products for the Macintosh! A brand new version of KidsMath is shown in color, along with new versions of NumberMaze, Decimal & Fraction Maze, and a new Spanish/English version of Decimal & Fraction Maze. Educators! Lab Packs and Network versions available. Musicians! ConcertWare+MIDI is demonstrated.

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Gryphon Software Corporation BEC/628

3298 Governor Drive, P.O. Box 221075
San Diego, CA 92122-1075

At MacWorld, Gryphon will announce their breakthrough application MORPH™. This exciting new program transforms one image into another, commonly called morphing. Producing QuickTime™ movies, PICS animations or PICT files. Morphing is the HOT new special effect used in recent feature films, music videos and television commercials. MORPH is fast, easy to use and is also QuickTime and System 7 Savvy™.

Heizer Software WTC/5556

P.O. Box 232019
Pleasant Hill, CA 94523

Heizer Software is featuring its suite of HyperCard development tools — CompileIt™, MasterScript™ and WindowScript™. In addition, three of its major Microsoft® Excel programs will be available — Small Business Accounting System, Payroll Partner and the Heizer Tax Series. Heizer Software is the clearinghouse for authors and users of spreadsheets and HyperMedia offering over 1,000 programs from 250 authors.

Hewlett-Packard Company WTC/5604

16399 West Bernardo Drive
San Diego, CA 92127

Hewlett-Packard is demonstrating a variety of products and solutions for the Macintosh. See demonstrations of our new, exciting PaintJet XL300 Color Printer. The PaintJet XL300 delivers fast, laser-quality color and text at an affordable price. HP's impressive 95LX Palmtop PC and leading scanners, printers, plotters and mass storage products are also being featured.

High Performance Systems, Inc. WTC/5221

45 Lyme Road, Suite 300
Hanover, NH 03755

HPS, Inc. is committed to defining the state of the art in "visual thinking tools". iThink and STELLA II enable you to visualize any corporate, social, biological or physical systems by constructing maps using building block icons, pictures and QuickTime movies. You then bring the map "to life" via animation.

Highlighted Data BEC/131

4350 N. Fairfax Drive, Suite 450
Arlington, VA 22203

Highlighted Data publishes CD-ROM references: Footage 91, with QuickTime® video and sound clips; Illustrated Handbook of Desktop Publishing and Typesetting, best selling standard; Electronic Map Cabinet, from an overview of the US to streetcorner level; and Merriam-Webster's Ninth New Collegiate Dictionary, the CD-ROM version of the best selling dictionary including recorded digital pronunciations.

Hydra Systems, Inc. BEC/341

1340 S. Saratoga-Sunnyvale Road #106
San Jose, CA 95129

The ANDOR EX is a PC add-in board with associated software that allows IBM PC and compatibles to run Apple Macintosh software. ANDOR can utilize many of the PC's existing peripherals such as the hard disk, 3.5" floppy disk drive, keyboard, mouse, EGA or VGA monitor, etc.

HyperGlott Software Co., Inc. BEC/428

5108-D Kingston Pike
Knoxville, TN 37919

HyperGlott is the foremost source of foreign-language learning software in Spanish, French, German, Italian, Japanese, Chinese, English and Russian for Windows, MPC, MS-DOS and Macintosh. HyperGlott's use of digitized voices of native speakers and aggressive pricing make its products extremely attractive. Complete courses and specialized areas of study products available.

I/O Design, Inc. WTC/5552

924 Springdale Dr.
Exton, PA 19341

I/O Design has created new custom carrying cases for Apple Macintosh PowerBooks in addition to their already expanded line of "ultimate" Macintosh carrying cases. The hot new color addition this year is teal. I/O Design introduces Macjackets, anti-stat/water repellant custom fitted nylon dust covers in navy blue and teal.

Ikegami Electronics BEC/149

37 Brook Avenue
Maywood, NJ 07607

Ikegami Electronics displays its line of raster scan high resolution CRT monitors manufactured specifically for the computer industry.

Image Club Graphics, Inc. BEC/1625

1902 11th Street S.E., Suite 5
Calgary, Alberta, T2G 3G2 Canada

Image Club has one of the largest selection of fonts and clip art on both diskette and CD ROM. So come by for some great show specials. If you bring a disk, you'll leave with a FREE Image Club font and clip art sampler. (See our ad on page 63)

Imagine That, Inc. BEC/1530

6830 Via Del Oro, Suite 230
San Jose, CA 95119

Extend 2.0 is the premier simulation application for analysis, decision support and presentation. This new release features hierarchy, animation, improved graphics, System 7-savvy features, QuickTime implementation and much more. Come see how Extend can help you make the right decisions in business, science, engineering and manufacturing.

IMAGING Magazine BEC/339

12 West 21st Street
New York, NY 10010

IMAGING Magazine is The Buyers Guide of the IMAGING Industry. Published monthly. Our mission is simple: To help buyers Choose and Buy, Implement and Manage imaging products. The subscription rate is \$17.95 for one year (12 issues); discounts are available to show attendees. Visit our booth, or call 800-999-0345.

Impulse Technology WTC/5862

210 Dahlonega Street, Suite 206
Cumming, GA 30130

Impulse Technology is exhibiting its Performance/040 68040 accelerators which enhance the performance of any NuBus-based Macintosh. The Performance/040, with Animals™ compatibility software and the Performance/Disk RAM disk utility, speeds up applications like PhotoShop and Strata 3D dramatically. Impulse is also exhibiting a new

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FDDI networking card with data throughput 20-35 times faster than Ethernet.

InCom America

BEC/1738

P.O. Box 2539
San Antonio, TX 78299

Infogrip, Inc.

BEC/155

5800 One Perkins Place, Suite 5F
Baton Rouge, LA 70808

The BAT Chord KeyPad: Data is entered by chording...pressing combinations of keys. Eliminates tiresome action of looking from screen to keyboard. Use dual KeyPads (left and right) to maximize speed. Use only one hand when working with a mouse. Ergonomic design of angled KeyPad with wrist support gives maximum comfort. Learned in less than one hour.

Inline Design

BEC/300

308 Main Street
Lakeville, CT 06039-1204

Inline Design is exhibiting its award-winning games: Cliff Johnson's *3 in Three*, MacUser Editor's Choice for Best Game of the Year; *Tesseræ*, MacWorld's Best Brain Game; *Swamp Gas*, Honorable Mention for MacUser Editor's Choice for Best Children's Program; the newest version of *Darwin's Dilemma* and *Mutant Beach*, a stunning 265 color action/adventure game. Several new games, including *Swamp Gas/Europe*, will be shown.

Insignia Solutions Inc.

WTC/5151

526 Clyde Avenue
Mountain View, CA 94043

Insignia Solutions is the leader in bridging worlds of software by providing high quality cross-platform compatibility. Among their best selling products are SoftPC, which runs MS-DOS programs on non-Intel based computers; SoftNode, which runs Network applications on a Macintosh from any PC server; and AccessPC, a file exchange utility for mounting DOS files on any Macintosh.

Interleaf

BEC/638

Prospect Place, 9 Hillside Ave.
Waltham, MA 02154

International Desktop Communications Ltd.

BEC/2033

530 Fifth Avenue, Fourth Floor
New York, NY 10036

Interplay

BEC/1332

3710 S. Susan, Suite 100
Santa Ana, CA 92704

Iomega Corporation

BEC/1500

1821 W. 4000 South
Roy, UT 84067

Iomega's new Bernoulli 90MB PRO removable-disk drives offer significant price reductions and better performance. The new PRO drives provide unlimited storage expandability, built-in backup (180MB capacity with included compression utilities), lock-away security and transportability. Drives are compatible with IBM PC and PS/2 (including compatibles with AT bus or Microchannel), Unix and Macintosh. Transportable, host-powered, internal and dual-drive subsystems available.

ISM, Inc.

BEC/2135

2103 Harmony Woods Road
Owings Mills, MD 21117

JAM Software USA

BEC/319

843 West Main Street
Meriden, CT 06450

Presenting both Time Management software and the Medical Electronic Desktop (M.E.D.). The JAM Time Managers include Smart Alarms PLUS with Appointment Diaries, a completely new version for System 7, and Smart Schedules, the corporate and professional meeting and appointment scheduling system for both personnel and resources. The Medical Electronic Desktop includes modules for practice Management, patient medical records (Charting), Diagnostic support and medical research.

JVC Information Products

BEC/1946

19900 Beach Blvd., Suite "I"
Huntington Beach, CA 92648

JVC introduces the SP2200 "TruePrint", four color, A3/A4 dye-sublimation printer, and "Personal RomMaker" which demonstrates a complete software and hardware solution for

premastering CD-ROMS in-house. Other product exhibits include: JVC's multifunction 1.2 Gbyte random access 4mm DATA/DAT drive and 21" high resolution color monitor.

Kaetron Software Corp.

WTC/5659

12777 Jones Rd., Suite 445
Houston, TX 77070

Visit us for a demonstration of our complete line of Quality Productivity Tools for Business. Our products *TopDown* and our new *FlowChart Express* are the smartest ways to produce intelligent charts and diagrams. Also featured is our newest program...*OrgChart Express!* the powerful but easy way to update your company's constantly changing organizational charts.

Kensington Microware Limited

WTC/5328

2855 Campus Drive
San Mateo, CA 94403

Award winners in 3 key categories: power protection, input and security devices. We also have a range of computer and monitor stands, anti-glare filters and other convenience accessories. We are featuring the new Turbo Mouse® 4.0, the next generation of our award-winning trackball. We are also showing our full line, with recent introductions that include: Notebook Traveler™ carrying cases and the Kensington Notebook Keypad — both for PowerBook™ computers.

Kent Marsh Ltd.

WTC/5633

3260 Sul Ross
Houston, TX 77098

Come see what's new and exciting from the industry's oldest Macintosh security vendor. Customize your security solution using FolderBolt, NightWatch II, MacSafe II or QuickLock. MacWeek says, "It's a security line-up which has won a loyal following among microcomputer managers." Special educational discounts available.

La Cie, Ltd., A Quantum Company

BEC/1306

8700 S.W. Creekside Place
Beaverton, OR 97005

La Cie Ltd., A Quantum Company, is one of America's leading designers, manufacturers and marketers of hard disk drives, disk management software and peripherals for Macintosh computers. Respected for the top-rated performance and award-winning design of its hardware and software, La Cie offers

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financial strength, long-range service and quality support.

Language Systems Corporation

WTC/5544

441 Carlisle Drive
Herndon, VA 22070-4802

SoftPolish™ is the first quality assurance tool available for Macintosh software developers. Language Systems FORTRAN™ is the leading FORTRAN compiler on the Macintosh and includes built-in support for System 7 and 68040 code generation. FORTRAN Tools for AppMaker™ generates code for use with the Language Systems FORTRAN compiler.

Lapis Technologies, Inc.

BEC/520

1100 Marina Village Parkway
Alameda, CA 94501

Lapis Technologies offers both traditional and innovative display solutions for all Macintosh computers. Monitors shown include full-page, dual-page, gray-scale and color. In addition, the Lapis line of display boards is the most comprehensive in the industry, allowing almost any Mac to use virtually any monitor available.

Lasergraphics, Inc.

WTC/5237

20 Ada
Irvine, CA 92718

Lasergraphics is announcing the Personal LFR™ and demonstrating: the complete LFR™ family of price/performance film recorders for desktop to professional applications. Also showing the series of Rascol® film recorder controllers, highlighting the powerful RISC Rascol® that offers a dramatic speed increase for SCSI Macintosh environments, AppleTalk networks, as well as PC/Windows and other environments.

LaserMaster Corporation

WTC/5652

6900 Shady Oak Road
Eden Prairie, MN 55344

Imagine printing camera-ready copy on plain paper — right in your office. LaserMaster's line of plain-paper typesetters lets Macintosh users print 1200 or 1000 dpi, camera-ready output without the messy chemicals and expensive paper associated with phototype-setting. Multi-platform and large-format capabilities are available. Every typesetter includes 135 premium, Type 1 typefaces!

Lawrence Productions

BEC/2035

1800 South 35th Street
Galesburg, MI 49053

Lawrence Productions is pleased to introduce Lost Tribe, a new home education game for children ages 9 and up. Lost Tribe complements the other Lawrence offerings shown here at the show, including Nigel's World, Adventures in Geography, McGee, Katie's Farm and McGee at the Fun Fair. Booth 2035

Learning Services, Inc.

BEC/1207

1203 Willamette St.
Eugene, OR 97401

LETRASET

WTC/5241

40 Eisenhower Drive
Paramus, NJ 07653

(See our ad on page 27)

Anti-virus software that's tough on viruses, not on you.

Computer virus problems within your organization can be a night-

mare. New Virex® 4 is a network manager's

NEW NETWORK FEATURES

dream. Its powerful network features enable Macintosh network

managers to configure and update individual user

USER-UPDATABLE

machines from a single Mac. Network managers can also gather

information about virus attacks within the organization.

EASY TO USE

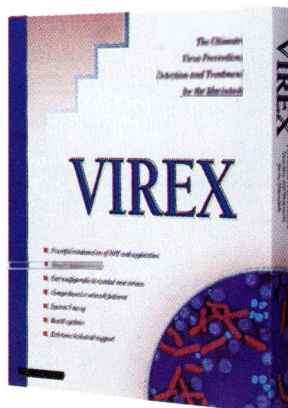
And Virex has always been the easiest anti-virus product to use. With

Virex, you won't be tied up with lots of user

GREAT SERVICE & SUPPORT

questions about your anti-virus software.

Virex is available in single units and in an attractively-priced 10-PAK. See your dealer to purchase Virex today or call us about our convenient site licensing program. Virex is also available for IBM-PC and compatible computers.



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BBS: 419-1602 (8,1,N)

EXHIBITOR DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Lifetime Memory Products, Inc.

BEC/5664

305 Seventeenth Street
Huntington Beach, CA 92648

Lifetime Memory Products is exhibiting Video+™, an internal video board that provides an external video signal for the PowerBook™ computers. Also on display is Lifetime's PowerBook™ FaxModem, an internal 9600 baud send/receive fax as well as 2400 baud data. Lifetime also manufactures a full line of memory upgrades and FPU's.

Light Source

BEC/1536

17 E. Sir Francis Drake Blvd., #100
Greenbrae, CA 94939
(See our ad on pages 12 & 13)

Lotus Development Corp.

WTC/5626

55 Cambridge Parkway
Cambridge, MA 02142

Loviél Computer

BEC/1739

5174 W. 76th Street
Edina, MN 55439

Loviél Computer is showing its RAID disk arrays and SCSI-2 accelerator cards. The R1 disk array offers high capacity (up to 60GB), high performance (2ms seek and 20MB/sec. transfer rate) and fault-tolerance. The disk array comes as a stand-alone tower or as an internal Quadra 900 system. Loviél is also showing its FAST SCSI-2 accelerator.

Mac and MORE

BEC/1542

5426 Beaumont Center Blvd.
Tampa, FL 33634

The fastest growing direct-order Macintosh reseller in the world with offices in Florida, Colorado and Canada provides individuals and corporations with the complete line of Macintosh computers from the PowerBook to the Quadra and are authorized resellers for Adobe, Aldus, Daystar, E-Machines, Fujitsu, GCC, Claris, Maxtor, Seiko, Sony, SuperMac, Texas Instruments, RasterOps and others.

MacAcademy

WTC/5663

477 S. Nova Road
Ormond Beach, FL 32174

MacAcademy is recognized as the leading organization for Macintosh training. Using

both live workshops, boot camps and in-house corporate training along with 2-hour instructional videos. The video library consists of over 90 videos on the most popular Mac programs. These videos are all upgradeable when new versions are produced. A 30-day fully refundable guarantee covers all MacAcademy series videos. MacAcademy workshops are presented in 6 countries and the videos are distributed worldwide.

Macamerica, Macintosh Division of Merisel

WTC/5020

631 River Oaks Parkway
San Jose, CA 95134-1907

Macamerica, Merisel's Macintosh division, invites you to see new and innovative Macintosh products and take part in "hands-on" product demonstrations from over 18 different leading-edge Macintosh developers. Macamerica distributes to resellers more than 3,200 premier Macintosh hardware and software products including a wide selection of connectivity, desktop presentation, graphics, communication and utilities.

MacArtist Magazine

BEC/1636

119 East Alton Ave., #D
Santa Ana, CA 92707

MacArtist Magazine is showcasing its magazine for Macintosh artists. The latest issue of MacArtist is available, containing useful information on graphic software, how-to-tips, hardware and book reviews, and pertinent information on Macintosh graphics.

MacNet, A CNet Company

BEC/1108

2199 Zanker Road
San Jose, CA 95131

MacNet, A CNet Company, is exhibiting its line of Ethernet Macintosh products for Local Area Networks. This includes network interface cards and concentrators which provide network solutions for the Apple Macintosh Family.

Macromedia

WTC/5224

600 Townsend Street
San Francisco, CA 94103

The leading independent supplier of multimedia software products in the world, demonstrates MacroModel, a breakthrough technology in three-dimensional, spline-based modeling, and Action! for Macintosh, the instant multimedia presentation tool. In addition, the company shows its flagship

products including: Authorware® Professional™, the premier multiplatform authoring tool for interactive learning applications; and MacroMind Director®, the premier desktop multimedia animation and authoring tool for communication.

MacTemps

WTC/5662

54 Church St.
Cambridge, MA 02138

The only national temporary agency that specializes in the Macintosh computer. Both temporary and permanent employees are supplied for all assignments involving Macintosh, ranging from secretarial and administrative support to electronic design and production. All popular Macintosh software is supported. Hands-on Mac testing using actual off-the-shelf software assures proficiency of all MacTemps personnel.

MacTutor

WTC/5670

P.O. Box 250055
Los Angeles, CA 90025-0055

MacTutor® is the Macintosh Programming Journal written especially for programmers. Each month brings you: insider secrets, the latest shortcuts, full source code listings on disk, product reviews, and developer news. In addition, there are annual compilations and a CD-ROM including all text and code from every MacTutor since 1984.

MacUSA/Fujitsu

BEC/1338

5251 West 73rd St., Suite I
Edina, MN 55439

MacVONK•USA

BEC/619

313 Iona Avenue
Narberth, PA 19072

MacVONK•USA is a subsidiary of MacVONK. The main focus of MacVONK•USA has become network and groupware applications. The product line includes netOctopus (network management), InForum (electronic conferencing) and TeamAgenda (time management, group scheduling).

Macworld Magazine

BEC/1206

WTC/5420

501 Second Street
San Francisco, CA 94107

The world's leading resource for Macintosh information. Named "Best Computer Maga-

Today, over 1.1 million hours will be tracked using Timeslips III. And every one of them will be billed.

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It is the supreme irony of modern business. That until now, it has been impractical—and often unprofitable—for a business to treat its people's time with the same respect automatically accorded its money.

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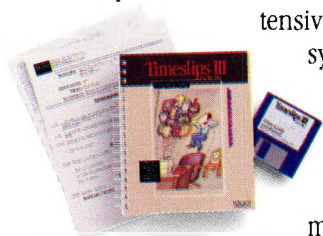
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tensive security system. This option lets a supervisor choose from multiple levels of password security that

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CORPORATION

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SYSTEM REQUIREMENTS: System Tools 6.0.2. Supports MultiFinder and System 7. Operates on a Macintosh with 1 Mbyte. Hard disk is recommended.

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SEE US AT BOOTH 536

TESTS • BENCHMARKS • LOOPBACK CONNECTORS • RAM TEST • SYSTEM TESTING • SCSI TESTS • I/O TESTING • AUDIO TESTS • ERROR LOGGING

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CHECKS ALL YOUR HARDWARE and identifies any problems. And the same SNOOPER software runs on all Macs.

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GLENDALE, CA 91206
800-788-6292

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zine" by the Computer Press Association. Every month, MacWorld features timely product reviews, in-depth features, MacWorld Lab reviews, and departments that cover consumer issues and technology trends. Stop by our booth and sign up for your 6 month subscription to Macworld, experience hands on demos, or pick up a free Macworld book.

(See our ad inside the front cover and in the special ad section in the back of this guide)

Madson Line, The

WTC/5619

P.O. Box 338, 518B Tamalpais Dr.
Corte Madera, CA 94976

PowerBook accessories: carrying cases in ballistics nylon and leather, PowerBook batteries with 30% more capacity; battery chargers, auxiliary battery packs, auto power adapters from Lind Electronics. Anti-glare, anti-radiation filters for all Mac monitors.

Mainstay

WTC/5526

5311-B Derry Ave.
Agoura Hills, CA 91301

Mainstream Data

BEC/1942

420 Chipeta Way, Suite 200
Salt Lake City, UT 84108

Manhattan Graphics Corp.

BEC/142

250 East Hartsdale Ave.
Hartsdale, NY 10530

MapInfo Corporation

BEC/1106

200 Broadway
Troy, NY 12180

MapInfo Corporation's desktop mapping/GIS software displays your database information on maps of any scale from street-level to worldwide. MapInfo's powerful relational database engine helps you perform geographical analyses. Features include address matching, map and boundary editing, thematic mapping and presentation output. Large map library available. DOS, Macintosh, Windows, Sun and HP platforms available.

Marketplace Information Corp.

BEC/1930

Three University Office Park, 5th Floor
Waltham, MA 02154

Showcases MarketPlace Business, the CD-ROM based product that allows sales and marketing professionals to instantly and cost-effectively identify new markets and locate business prospects. MarketPlace combines software for targeting customers, analyzing markets and creating mailing and telemarketing lists with a database of names, addresses, telephone numbers and marketing information for more than 7 million U.S. businesses.

Mustek Inc. (formerly Marstek)

BEC/314

15225 Alton Parkway
Irvine, CA 92718

Marty's Computer Workshop, Inc.

BEC/616

P.O. Box 550
Cambridge, MA 02142-0004

Marty's Computer Workshop specializes in high-quality hand and wrist supports for computer users. Products include: The Mouse Paw™, the first attachable, sliding wrist support for mouse users; The Wrist Pad Plus™, a low-profile keyboard wrist support with a machine-washable cover; and The Trak Paw™ support for trackball users.

Mass Microsystems

WTC/5644

810 W. Maude Ave.
Sunnyvale, CA 94086

Mass Microsystems, Inc., leading developer of Macintosh storage and multimedia peripherals, exhibits its complete line of removable, transportable, internal and fixed storage solutions. The company also displays two QuickTime products, "QuickImage 24", a video capture product, and "Zorro!", a user-friendly video editing workstation.

MAXA Corporation

BEC/536

116 N. Maryland Ave., Suite 100
Glendale, CA 91206

MAXA Corporation is exhibiting SNOOPER, a diagnostic tool to detect hidden problems in the Macintosh. SNOOPER comes in two versions: SNOOPER, The Kit, which includes a diagnostic NuBus board plus software, and SNOOPER, software only. Snooper identifies system configuration, compares benchmarks, tests RAM, video accuracy, examines battery,

ports, audio and many other Macintosh functions.

(See our ad on page 46)

Maya Computer Company

BEC/3000

Bridge Street Marketplace
Waitsfield, VT 05673

Meckler Corporation

BEC/1808

11 Ferry Lane West
Westport, CT 06880

Stop by for your complimentary issue of The QuickTime™ Forum, the only publication to cover Apple's new system software architecture exclusively. Also on display is Multimedia/CD Publisher newsletter, the publisher's guide to multimedia/CD business, and CD-ROMs in Print 1992, a directory of over 3,000 CD-ROM titles and seven vital indexes.

Memory Plus, Inc.

BEC/1110

43 Hopkinton Rd.
Westboro, MA 01581

Memory Plus distributes Macintosh enhancement products worldwide. Our product line includes memory for Macs in all capacities, video RAM, cache cards, 030 accelerators, enhancement boards, math co-processors, fixed and removable media hard drives, and a full line of laser printer memory. We specialize in powerbook accessories. Stop by our booth for quality products at great prices!

(See our ad on page 65)

Micro Electronic Technologies, Inc. (MET)

BEC/508

35 South St.
Hopkinton, MA 01748

Micro Electronic Technologies (MET) is a manufacturing company in business since 1987. We offer a full line of memory prod-

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ucts: floating point units, cache cards and FAX modems for all Macintosh computers. Stop by to see our V.32 bis FAX/modem demonstration. Discounts offered at MACWORLD/Expo for resellers and dealers on volume purchases.

Micro Planning International, Inc.

BEC/209

3801 East Florida Avenue, Suite 605
Denver, CO 80210

Micro Planning International provides a total solution for Organization Project Management. With MICRO PLANNER KeyPlan for feasibility/proposal writing, MICRO PLANNER Manager for the demands of individual project managers, and MICRO PLANNER X-Pert which encompasses the needs of managers company-wide, we can meet all of your project planning needs.

Microcom, Inc.

WTC/5770

3700-B Lyckan Parkway
Durham, NC 27707

Microcom's Utilities Product Group is demonstrating its powerful and comprehensive software including: Virex® anti-viral software, Citadel™ with Shredder access security, 911™ file and disk recovery tools, Complete Undelete™ file retrieval, Carbon Copy for the Mac remote control communications and the Microcom Value Pak™ (MVP), a collection of all these products in one cost-effective package.

(See our ad on page 43)

MicroMac Computer Systems

BEC/1837

908 Weller
Laforde, IN 46350

MicroMac has developed a complete line of preschool and kindergarten educational software for Macintosh school and home systems. Special show packages available. Visa and MasterCard accepted.

MicroMaps Software

BEC/2118

5 South Main Street, Box 757
Lambertville, NJ 08530

MicroMaps Software specializes in developing high quality maps for desktop publishing, graphic arts, education and multimedia. MicroMaps Software is featuring a complete line of map collections, including recently released updates of the former USSR. We are

also introducing KidArt, a new product that works with KidPix. For more information, call 800-334-4291.

MicroNet Technology, Inc.

WTC/5139

20 Mason
Irvine, CA 92718

See live demonstrations of MicroNet's award-winning, high performance, Raven-040 hard disk arrays. Also see our new high capacity 2.5" portable disk drives, and high speed rewritable optical systems. MicroNet's Raven-040 disk arrays utilize both SCSI ports of the Quadra 900 and 950 creating a 16-Bit data path offering sustained transfer rates as high as 8.2 MB/second.

(See our ad on the inside front cover)

Microseeds Publishing, Inc.

BEC/403

5801 Benjamin Center Dr., Suite 103
Tampa, FL 33634

Microsoft Corp.

WTC/5444

One Microsoft Way
Redmond, WA 98052

From the introduction of the first Macintosh® in 1984, Microsoft has taken the lead in developing advanced, popular products for Apple® Macintosh computers. Microsoft develops, markets and supports business productivity software that is designed to work the way you actually work. We will be showing a wide range of applications including a new version of Microsoft Excel!

Microspot USA, Inc.

WTC/5452

20421 Stevens Creek Blvd. Ste 240
Cupertino, CA 95014

Microspot is setting the standard in color output — from the ImageWriter II to the Pen Plotter, the Vinyl Cutter and the Electrostatic/Inkjet Plotter. The MacPlot Series and the MacPalette Series offer affordable full color output. Also see MacInteriors, the easy to use 3D Interior Design package. Call 800-MAC-PLOT.

MicroStore, Inc.

BEC/308

P.O. Box 33
Le Sueur, MN 56058

MicroStore manufactures high quality disk storage units and mouse pads. Attention to

detail and maintenance of quality are MicroStore's priority concern. Silkscreen or paper lamination can be utilized to create custom pads with fast turn-around. DiskBokks and Travellers store and carry disks ranging from 4 to 32 unit capacity.

Microtech International, Inc.

WTC/5157

158 Commerce Street
East Haven, CT 06512

Microtech is premiering new accelerated performance Nova XL disk drives; a power bundle for the PowerBook that includes the RoadRunner 120i, Coyote 6 memory, plus SUM and Daymaker software; and the new high performance Genesis magneto-optical 3.5" and 5.25" internal and external 1/2 height drives.

Microtek Lab, Inc.

WTC/5767

680 Knox Street
Torrance, CA 90502

Microtek is introducing the new ScanMaker series of desktop scanners. Including the ScanMaker II and ScanMakerIIxE flatbed color scanners and the new transparency adapter. Microtek is also displaying the 45t, multi-format transparency scanner. The 45t scans 35mm slides up to 4x5 transparencies.

Mirror Technologies

BEC/1300

2644 Patton Rd.
Roseville, MN 55113

Mirror has several new products on display, including the ultra-compact Mirror Pocket Hard Drive, the MirrorImage 309 and 415 Laser Printers, and the Mirror 128 MB Optical Drive. Also see Mirror's full line of hard drives, SyQuest drives, color and monochrome displays and their critically acclaimed Color Scanner.

Mitsubishi Electronics America, Inc.

BEC/2130

5665 Plaza Drive, Box 6007
Cypress, CA 90630

The Information Systems Division (ISD) of Mitsubishi Electronics America is exhibiting 14- to 37-inch desktop and presentation color monitors, including the new Diamond Pro 17. The DiamondColor Print 300, a 300-dpi dye-sublimation color printer capable of photographic-quality reproductions and the G650 thermal-wax printers are also being demonstrated.

EXHIBITOR DESCRIPTIONS

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WTC indicates World Trade Center

Monotype Typography, Inc. WTC/5639

53 W. Jackson Blvd., Suite 504
Chicago, IL 60604

Multimedia Library, The BEC/549

37 Washington Square West, Suite 4-D
New York, NY 10011

Multimedia Library is exhibiting its IMAGE and SOUND CD-ROM products, and its EDUCATION and MIDI Series of floppy disk products. IMAGE titles include "Russia/China", "Tropical", and "Art of Ancient Egypt" and "Arms and Armor", both collections of images from the collection at the Metropolitan Museum of Art in New York City.

Nada Chair BEC/533

783 NE Harding St.
Minneapolis, MN 55413

Nada Chair is exhibiting the world's most effective lower lumbar support device for "terminal sitters". Weighing less than a cup of coffee, the "Back-Up" maintains the lower curve of the spine, transferring the pressure to the knees instead.

National Association of Desktop Pub. BEC/208

462 Old Boston Road, Suite 8
Topsfield, MA 01983

National Instruments WTC/5261

6504 Bridge Point Parkway
Austin, TX 78730-5039

National Instruments is exhibiting software and hardware products for building Macintosh-based instrumentation systems that are used in scientific and engineering applications. Included are the LabVIEW® graphical programming software and Gabor Spectrogram signal analysis algorithm, DSP accelerator boards, SCXI signal conditioning modules and kits that interface the NuBus to VME and VXI systems.

Natural Intelligence, Inc. WTC/5265

2067 Massachusetts Ave.
Cambridge, MA 02140

Natural Intelligence, Inc., provides a full range of custom and commercial Macintosh-based products and services. As 4th DIMENSION

specialists, the company develops professional, customized databases and trains clients as database users, administrators and designers. Additionally, Natural Intelligence offers Easy4D™, the best-selling 4TH DIMENSION development environment.

NEC Technologies, Inc. WTC/5812

1414 Massachusetts Avenue
Boxborough, MA 01719

NEC Technologies will display the Silentwriter 2 Model 95, a 6 ppm laser printer with dual bins and Level 2 PostScript. The MultiSync FG series of monitors will be demonstrated with the MAC FG Color Display Interface Cards, as well as the new Intersect CD-ROM reader with MultiSpin™. In addition to CD-Gallery, NEC will display interactive multimedia applications.

(See our ad on the Program Guide wrap)

New Video Corporation BEC/922

1526 Cloverfield Blvd.
Santa Monica, CA 90404

New Video is demonstrating its QuickTime compatible EyeQ™ Products for Nubus-based Macintosh computers, providing real-time capture, compression, decompression and display of full-screen, full-motion, 24-bit color video and 16-bit stereo from any analog source on the desktop. Production-Level Video, graphical overlays and presentations produced with third-party software vendors are also being displayed.

New York MacUsers Group BEC/609

688 Sixth Ave.
New York, NY 10010

Newcastle Computer Services PLC BEC/626

Belville House, Ponteland
Newcastle upon Tyne, NE20 9BD UK

Newcastle Computer Services PLC are the world-wide distributors for MacSat II, a new Satellite Imaging System which can receive, process and display live pictures of the earth from space. MacSat II runs on all grey-level Apple Macintosh computers. Apple's low-cost color computer makes the overall system price virtually unbeatable for this kind of performance.

Newer Technology WTC/5245

7803 East Osie St., Suite 105
Wichita, KS 67207

Newer Technology is exhibiting their line of SCSI-2 RAM Drives. Also Newer's line of DSP Cards for Graphics/Imaging acceleration (especially Photoshop). The Variable/Overdrive accelerators for the Ixi through the Q950 are being shown. True form-factor PowerBook memory modules along with 16MB, 8MB and 4MB SIMMs are on display.

NewGen Systems Corporation BEC/1612

17580 Newhope Street
Fountain Valley, CA 92708

NewGen Systems manufactures affordable, high resolution PostScript compatible laser printers. Ranging from 300 x 300 to 1200 x 600 dpi, these printers produce output up to 11 x 17 inches. With NewGen's recently announced IET Level II (Image Enhancement Technology), ART (Auto Recognition Technology) and Program Updating, NewGen has positioned itself at the forefront of the laser printing industry.

(See our ad on page 14)

Newlife Computer Corporation BEC/1806

603 March Road
Kanata, Ontario, K2K 2M5 Canada

NewLife Computer Corporation broadens its new line of low-cost, high performance accelerator cards for the compact Mac family. These cards greatly enhance the productivity of Apple's low end machines. A complete range of products is offered servicing the 128K through the Macintosh Classic™. All products are System 7 compatible and offer a range of features, including virtual memory, math co-processor, video and ethernet.

Nisus Software Inc. (formerly Paragon Concepts) WTC/5220

107 South Cedros Avenue
Solana Beach, CA 92075

Besides our new name, we also have a new version of everybody's favorite: text editor, QUED/M; three levels of Nisus word processing (Nisus Compact, Nisus 3.05 and Nisus XS); Nisus word processing localized for 12 languages including Arabic, Hebrew and Japanese; Laser TechFonts; MacTAG; MacQwerty; and a revolutionary file management program.

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Nolo Press, Inc.

BEC/1619

950 Parker St.
Berkeley, CA 94710

Continuing our 21-year tradition of providing sound legal materials to laypeople, Nolo Press presents Nolo's Living Trust. Without an attorney, you can create a trust to retain control over your affairs and save your heirs time and money. Come browse our wide-ranging self-help legal books and software.

NoRad Corporation

WTC/5052

1549 11th Street
Santa Monica, CA 90401

NoRad Corporation manufactures monitor radiation-shielding products. The NoRad Shield blocks virtually all electric field radiation and eliminates glare, reflections and static electricity. The new ELF ProTech is the first and only externally mounted device that substantially reduces ELF magnetic field radiation from all around the monitor to strict Swedish standards.

Northcon Technologies

WTC/5312

1618 Dempster
Evanston, IL 60202

Northern Telecom

BEC/804

P.O. Box 13010
RTP, NC 27709

Now Software, Inc.

BEC/436

319 SW Washington St., 11th Floor
Portland, OR 97204

nVIEW Corporation

BEC/560

860 Omni Blvd.
Newport News, VA 23606

nVIEW Corporation is an award winning manufacturer of LCD projection equipment, which projects images from computers and AV equipment for presentations, training, and teaching. nView is debuting the Luminator, and the ViewFrame® SpectraMini, in addition to the MediaPro, ViewFrame® SpectraPlus, and new Video Adapter. nVIEW products' portability, instant set-up, and easy operation, make excellent alternatives to 3-gun CRT projectors.

Objective Software, Inc.

BEC/2041

248 Homer Avenue
Palo Alto, CA 94301

Objective Software is introducing SpreadBase, the first business modeling tool designed to meet the business challenges of the 90s. SpreadBase combines the user interface and analytical power of spreadsheets with the data management flexibility of relational databases. SpreadBase facilitates development of dynamic business models and reports which consolidate information from local and remote databases and existing spreadsheets.

OCE Graphics (formerly Shlumbe)

BEC/161

385 Ravendale Drive
Mountain View, CA 94043

OCLI

BEC/2104

2789 Northpoint Parkway
Santa Rosa, CA 95407-7397

Macintosh users can reduce glare by up to 99%, improve display viewability and block up to 99.99% of ELF/VLF E-field radiation with OCLI's line of MacGlare/Guard filters. MacGlare/Guard filters are made just for Macintosh monitors for a custom look. Our standard Glare/Guard filters fit all other monitors.

OMRON Office Automation Products, Inc.

BEC/532

3945 Freedom Circle, Suite 400
Santa Clara, CA 95054

OMRON Corporation is introducing "IMPALA" 24/96 Fax Modem. Its sleek pocket-sized send/receive fax modem features up to 12 hours of battery-based operation. Visit our booth for a product demonstration or call Robin Illies at 408-970-1121 for more information.

ON Technology, Inc.

WTC/5133

155 Second Street
Cambridge, MA 02141

ON Technology is presenting their family of workgroup applications. Meeting Maker, the Target Award-winning group scheduling application that allows you to propose meetings with the click of a button, has been

upgraded. Meeting Maker 2.0 is now interoperable with Windows! Instant Update takes you one step further than electronic mail. Manage people and projects through live documents. It's also the best way to prepare for meetings and follow up on action items.

Onyx Computing

BEC/447

10 Avon Street
Cambridge, MA 02138

Onyx Computing is exhibiting TREE — the software that generates highly convincing images of trees. It can generate a variety of tree types, slightly different trees, trees in different growth stages and in different seasons. A tree can be exported as a PICT file and used for art work and multimedia presentations.

Opcode Systems

WTC/5001

3641 Haven Drive, Suite A
Menlo Park, CA 94025-1010

Optical Access International

BEC/309

800 W. Cummings Park, Suite 2050
Woburn, MA 01801

Optical Media International

BEC/422

180 Knowles Drive
Los Gatos, CA 95030

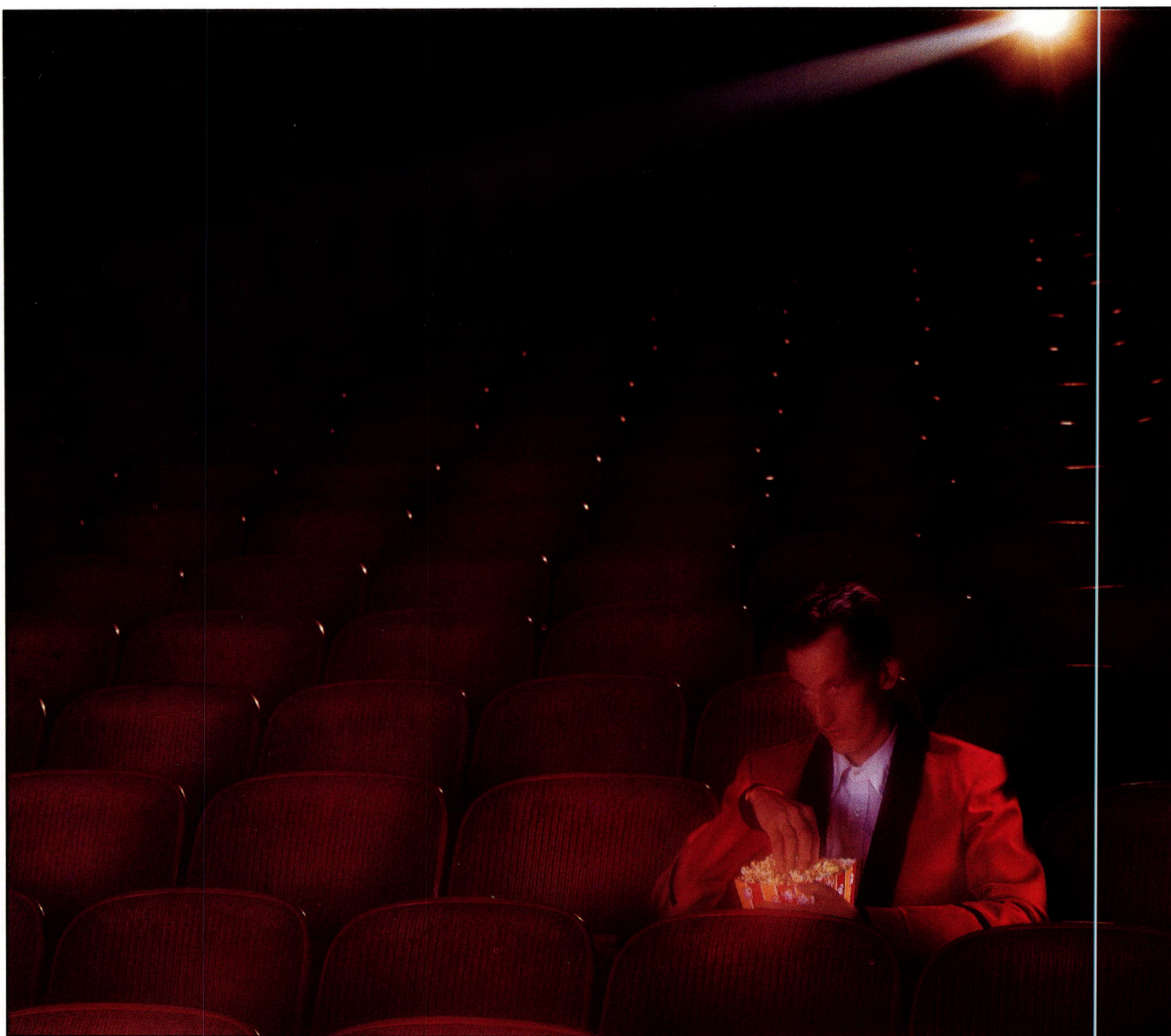
Optical Media International is demonstrating its QuickTOPIX CD Publishing System — the most straightforward, cost-effective system for getting software, databases, multimedia applications, network backups or audio files on compact discs in industry-standard formats. QuickTOPIX produces Write Once CDs for limited quantity use or for mastering. QuickTOPIX can create HFS or ISO 9660 discs in a number of CD formats using a simple click-drag-drop paradigm.

Optima Technology Corp.

BEC/2137

17526 Von Karman
Irvine, CA 92714

Optima Technology invites you to view the latest in mass storage. Witness the latest in high performance SCSI-2 3.5-inch subsystems including Optima's MiniPak 1000 and 1400. Also on display is the award-winning Concorde 2100, a 2.1 Gigabyte hard disk subsystem rated by Macworld Magazine as the one to buy.



PC To Mac File Exchange Without Translators Is Like A Foreign Film Without Subtitles.

Sharing files between PCs and Macs is no longer a luxury, it is a necessity. But it doesn't have to be a foreign concept.

Lots of products on the market claim to solve your problems of sharing files across platforms, but take a careful look before you buy.

Some, such as disk mounting utilities only give you a partial solution; and when your file appears on screen, you get a big surprise. You can't read a word of it - not your text, not your formatting - it looks like garbage.

You see, transferring your files only gets half the job done. What you need to finish the job is translation.

What good is it to simply transfer a file from a PC if you can't decipher it once it hits your Mac?

MacLinkPlus from DataViz is the *total solution* for both file transfer and translation.

It's been on the market since 1984 and has led the way in bridging the gap between PCs and Macs. With over 600 translation combinations for the most popular word processing, spreadsheet, database and graphics applications, you'll find it the strongest translation product with the widest breadth of translation possibilities anywhere!

MacLinkPlus is the solution to virtually any problem you may encounter in moving files between PCs and Macs. And being able to read them - with their formatting intact - once they get there.

Call (800) 733-0030 for more information; We're the one translation company that won't leave you sitting alone in the dark.



DATAVIZ™

THE DATABRIDGE SPECIALISTS

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See Us At MacWorld Expo - Booth # 5320 - World Trade Center

Scan a Minuteman in



About this ad...

This ad was created with Polaroid's new CS-500 Digital Photo Scanner, an original photographic print, a Macintosh IIfx, QuarkXPress 3.1, Microsoft Word 5.0, and Adobe Photoshop 2.01.

"Polaroid" ®, "CS-500" TM by Polaroid Corporation. All other products are trademarks of their respective owners.

3 seconds.

Free Photo Magic buttons
at our booth! #526 Bayside



The Polaroid CS-500 Digital Photo Scanner is by far the world's fastest and most affordable color desktop scanner, offering 24-bit image scanning of 4" x 6" color photographs in as little as 3 seconds. True 500 dpi scanning of continuous tone images is possible in 12 seconds or less.

Visit Polaroid at MACWORLD Expo/Boston '92 and join the imaging revolution.

Boston hasn't seen a revolution this exciting in over 200 years! It's the Polaroid imaging revolution, combining the power of photography with the flexibility of Macintosh computing. Visit our booth and discover lightning-fast photo scanners, high-quality printers, and award-winning film recorders — a complete line of imaging peripherals for the Macintosh that will open your eyes to a new world of desktop opportunities.

Polaroid

EXHIBITOR DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

OptImage Interactive Services **BEC/241**

1501 50th Street, Suite 100
West Des Moines, IA 50265

OptImage is showing "CD-I MediaMogul Mac", a complete CD-I title creation package. MediaMogul Mac can use Multimedia assets such as QuickTime, PICS, digidesign, and 24 BIT images to create your own CD-I title. Fast and easy-to-use, MediaMogul Mac is designed for Macintosh multimedia designers and software developers who do not want the time and cost of expensive software engineering to restrict the creative process.

Orange Micro, Inc.

1400 North Lakeview Ave.
Anaheim, CA 92807

Orange Micro is exhibiting the New Grappler II line of printer interfaces, with GrapplerShare network software. The new compact serial-to-parallel printer interfaces connect your Macintosh to the world of non-Apple printers. GrapplerShare software allows sharing of personal printers with other users over an AppleTalk network. Also being demonstrated is our Orange386 MS-DOS co-processor. It enables your Macintosh to run PC software

WTC/5510

with full MS-DOS compatibility at performance levels equivalent to 25MHz 386.

Outbound Systems, Inc.

BEC/231

4840 Pearl East Circle
Boulder, CO 80301

Stop by to see the Outbound Notebook Systems and the latest accessories and peripherals for the mobile Macintosh office designed to maximize the productivity of your Outbound Notebook or Apple PowerBook. New products include the Outrigger Intelligent Monitor, the ultra-lightweight Pocket Port Fax modem and the Mobile Power Adapter.

Pacer Software, Inc.

WTC/5214

7911 Herschel Avenue #402
La Jolla, CA 92037

This year, two networking products, PacerTerm and PacerForum, are featured. PacerTerm is a multi-window, multi-protocol terminal emulation application that couples a broad range of connection and file transfer options with a rich scripting language. PacerForum provides electronic conferencing, bulletin board and broadcast capability to a team of Macintosh users.

Panamax

WTC/5516

150 Mitchell Blvd.
San Rafael, CA 94903

Top rated by UL, Panamax surge protectors carry the famous Panamax Lifetime Repair or Replace Warranty: If the Max or any properly connected equipment is damaged by a power surge, Panamax will repair or replace it free!

Pantone, Inc.

BEC/2054

480 Meadow Lane
Carlstadt, NJ 07072

Pantone, Inc. is exhibiting its line of color reference and control publications. The Pantone Matching System® (Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials) and the Pantone Process Color System are the world's premier color systems. Additionally, a variety of Macintosh graphics programs are being demonstrated using the Pantone Color Systems.

Nervous about your next breakdown?



It's time you had Peace of Mind, the most complete Macintosh hardware diagnostic available. With over 100 tests, you can check out your system from RAM to mouse. The icon-driven control panel makes Peace of Mind software quick and easy to use. You can run a fast check or give your Mac a real workout with a comprehensive suite of hardware tests. Whether you're a systems professional or a new Macintosh owner, you deserve complete Peace of Mind.

Call 1-800-695-4239 to order. See us at Booth 455 at Macworld Expo/Boston.

Peace of Mind

Diagnostic Software

Polybus Systems Corporation, P.O. Box 7600, Nashua, NH 03060

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Paradigm Software Incorporated

BEC/2102

675 Massachusetts Avenue
Cambridge, MA 02139

Paradigm Software is exhibiting Object Logo 2.6 and the Pearl Controller, an interface device for controlling LEGO-based robots. The Pearl Controller adapts existing LEGO hardware to the Macintosh and enhances its capabilities, adding HyperCard support and daisy-chaining. Object Logo provides an object-oriented robotics interface and LEGO Logo emulation.

Passport Designs, Inc.

BEC/654

100 Stone Pine Road
Half Moon Bay, CA 94019

Featuring Passport Producer, a new software-based media integration tool that provides a platform for linking and controlling video, QuickTime movies, digital audio, MIDI sequences and computer animation into a single production. See Producer in action with other multimedia tools and devices including Passport's Master Tracks Pro 5 and Alchemy.

pbm software / Colleague Business Software

BEC/457

655 Sky Way
San Carlos, CA 94070

The first product from pbm software, Square One, makes managing and launching applications, and other frequently used items, convenient and simple. Colleague Business Software incorporates all the functions associated with operating a business. Colleague version 3.0 is being introduced at MACWORLD Expo.

Peachpit Press

BEC/331

2414 Sixth St.
Berkeley, CA 94704

Peachpit Press is selling books on Macintosh hardware and software. Founded in 1986, Peachpit has won an enthusiastic following for its lively, opinionated, and informative books and is best known for *The Macintosh Bible* and *The Little Mac Book*. We're offering special discounts on show purchases.

Peachtree Software, Inc.

WTC/5503

1505-C Pavilion Place
Norcross, GA 30093

Peachtree Software announces Peachtree Insight Accounting for Macintosh, a new, bundled version of the INSIGHT EXPERT Accounting series. The bundle includes General Ledger, Accounts Payable, Accounts Receivable, Invoicing, Payroll and Inventory, at a suggested retail price of \$249. Peachtree also features Peachtree Accounting for Macintosh (formerly called atOnce!) for \$99.

Peirce Software

BEC/336

719 Hibiscus Place, Suite 301
San Jose, CA 95117

Peirce Software is exhibiting Smoothie, a new Macintosh graphics utility that produces beautiful anti-aliased graphics from pictures produced by drawing and presentation applications. It is fully System 7-savvy and makes extensive use of QuickTime. Smoothie can also smooth an entire presentation using its batch mode.

Peripheral Outlet

WTC/5666

P.O. Box 2329
Ada, OK 74820

Persona Technologies

WTC/5162

274 Wattis Way
So. San Francisco, CA 94080

Leading the way in hi-fidelity multimedia audio solutions for use with the computer: MacSpeaker and Persona PC, near-field speaker systems, reproduce the highest quality sound at the desktop and feature unique Sonic Imaging for 3-dimensional sound with incredible bass, depth and clarity. All speakers are 100% magnetically shielded and easy to install. For use with all multimedia products including CD-ROM, games and music/video software.

Photodisc, Inc.

BEC/816

2013 4th Ave., Suite 200
Seattle, WA 98121

Pixar

BEC/1716

1001 W. Cutting Blvd.
Richmond, CA 94804

Wireless Messaging From Your Desktop!

notify!™

Don't be tied to your desk in the office, or tied to the phone when you're away. With Notify! software your Macintosh™ can deliver time-sensitive, important information right into your pocket — on the road, in a meeting or at the coffee machine. Working with inexpensive full-text alphanumeric message receivers available from local or nationwide paging service companies, Notify! turns your PC into a complete wireless message center!

Notify! serves as a stand-alone messaging application, allowing you to send instant messages to anyone with a pocket pager, or allowing your office to reach you on your own unit.

Ex Machina, Inc.

Call 800-238-4738
for the name of your
local dealer.

Copyright © 1992 by Ex Machina, Inc. New York, NY
Macintosh is a registered trademark of Apple Computer Inc.
Notify! is a trademark of Ex Machina, Inc.

See us in action at
booth #301

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PLANMaker

BEC/527

1920 South Broadway
St. Louis, MO 63104

Self-supporting PLANMaker creates professional business plans, providing format and narrative in on-screen modules customized to suit your enterprise. Three finished plans are available in memory to suggest phrasing and composition. Partial or complete segments may be edited and easily imported into the business plan being created. Sophisticated financial forecasts are also included completely formatted and formulated.

PLI

WTC/5504

47421 Bayside Pkwy
Fremont, CA 94538

PLI, premier manufacturer of storage solutions since 1985, features new high performance disk arrays. These MiniArrays provide the high data transfer rate and low access times that make your applications fly! PLI is also exhibiting their full line of removable storage, from the Infinity Floptical/21MB to the Infinity MaxOptical 1GB.

(See our ad on page 101)

Polaroid Corp.

BEC/526

565-1P Technology Square
Cambridge, MA 02139

Polaroid is demonstrating a unique line of color desktop imaging peripherals for the Macintosh. These products give users the power to scan — in as little as 3 seconds — standard color photographs into publications, presentations, multimedia shows, image databases and more. A variety of instant output options let users print brilliant slides, transparencies or photographs.

(See our ad on pages 52 & 53)

Polybus Systems Corporation

BEC/455

150 Westford Road
Tyngsboro, MA 01879

Polybus Systems Corporation is introducing Peace of Mind™, the Macintosh hardware diagnostic. Peace of Mind has over 200 hardware tests, including extensive SCSI bus and memory diagnostics, helping the Macintosh user or system administrator isolate system reliability problems. If your Mac is crashing, you need Peace of Mind.

(See our ad on page 54)

Portfolio Systems Inc.

WTC/5451

10062 Miller Ave., Suite 201
Cupertino, CA 95014

Power Up Software Corporation

BEC/425

2929 Campus Drive
San Mateo, CA 94403

Power Up features a range of productivity software products, including Address Book Plus 2.0, the best way to manage and print names, addresses, phone numbers and other vital information. Also on display are Fast Forms 2.0, Calendar Creator and Letter Writer Plus.

(See our ad on page 86)

Pre-Owned Electronics, Inc.

BEC/1312

205 Burlington Road
Bedford, MA 01730

Pre-Owned Electronics is an independent, national supplier of new and reconditioned genuine Apple and Macintosh parts and systems. A large inventory of parts is maintained for sale and Exchange Repair. Pre-Owned Electronics is a large buyer of new/used Apple and Macintosh equipment. A 90-day Limited Warranty is standard.

Precision Line Inc.

BEC/141

14505 21st. Ave. N, #206
Minneapolis, MN 55447

Precision Line, manufacturer and distributor of computer accessories, is exhibiting custom mouse pads. Available in a variety of styles and sizes ranging from cloth pads to full color Lexan surface pads. Disk carriers, computer travel cases, computer covers, keyboard skins. New products include Wrist Rescue, Mouse Paw and Calcutrac Pad, all designed to support wrists while working on keyboards, calculators and mice.

Precision Type, Inc.

BEC/337

47 Mall Drive
Commack, NY 11725

Precision Type is a major distributor of Font Software for the Macintosh Computer. A 150 page Font reference guide is available free at our booth. Foundries represented: Adobe, Agfa, Altsys, Bear Rock, Bitstream, Casady & Greene, Image Club, Lanston, Letraset, Linotype, Monotype, Page Studio, Peachpit Press, The Font Company and Treacyfaces.

Prescience Corporation

BEC/315

939 Howard Street
San Francisco, CA 94103

Prescience is dedicated to scientific, education and research software development. As publishers of Expressionist® and Theorist®, we have developed a new standard user interface for technical typesetting and symbolic math computation software. Come see the newly released System 7-savvy Expressionist 3.0, the leader in equation editing for the Macintosh!

Presentation Technologies, Inc.

BEC/608

779 Palomar Ave.
Sunnyvale, CA 94086

Presentation Technologies, Inc. is exhibiting Montage™ FR2, which is the latest addition to the Montage Presentation Series. This new digital film recorder allows professional quality slide presentations to be created in-house, using a personal computer. SlideScript™ is a PostScript®-compatible hardware rasterizer for the Montage Presentation Series film recorders.

Probero Innovations

BEC/157

8129 West Highway 34
Loveland, CO 80537

Procom Technology, Inc.

BEC/514

2181 Dupont
Irvine, CA 92715

Procom Technology's focus is in developing solutions for cutting edge storage technology. Our product line includes CD-ROM, floptical, removable media, erasable optical, tape, DAT, internal and external disk subsystems. New products on display are our 2 Gigabyte drives for the Macintosh and Quadra systems, disk mirroring software, and a SCSI accelerator board for your Mac II.

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Prometheus Products, Inc. **WTC/5546**

9524 SW Tualatin-Sherwood Road
Tualatin, OR 97062

Turn your Mac into a complete communications center with the Home Office, an integrated system of modem, fax, and digital answering machine in one unit. Available in three versions, including the Ultima Home Office, the only 14,400 bps modem with fax and voice, plus a new internal for PowerBooks.

PSI Integration, Inc. **WTC/5551**

851 E. Hamilton Ave., Suite 200
Campbell, CA 95008

PSI Integration, the technology leader in telecommunication products for the Macintosh and PowerBook, is exhibiting its full line of external/internal modem products including: PowerModem V.32bis, the fastest, 100% internal 14,400 bps fax/data solution on the market today for the PowerBook and NuCOM Edge and NuCOM Force.

(See our ad on page 107)

Psychic Lab, Inc. **BEC/347**

280 Park Avenue South, Suite 7G
New York, NY 10010

Psychic Lab is exhibiting the IBVA System. IBVA is a Electroencephalograph biofeedback system that includes a Brainwave sensor, radio transmitter and receiver hardware and a 3-D-FFT visual analysis software. IBVA can visualize brainwave analysis in real time and feedback by sound, picture and/or send feedback messages to a MIDI synthesizer.

Quantum Books **BEC/1517**

4 Cambridge Center
Cambridge, MA 02142

"A service-oriented technical bookstore that has one of the widest selections of computer books in the country." — *PC Computing*. 20,000 titles on our shelves. Orders for in-stock books placed by phone, fax, email or modem shipped the same day. Special orders typically take two weeks or less.

Que Software **BEC/1744**

11711 N. College Ave., Suite 140
Carmel, IN 46032

Radius Inc. **WTC/5152**

1710 Fortune Drive
San Jose, CA 95131-1744

Rainbow Technologies, Inc. **WTC/5765**

9292 Jeronimo Road
Irvine, CA 92718

Rainbow Technologies, Inc. will showcase their Sentinel™ family of software protection devices. These products protect the revenues of software developers by preventing unauthorized distribution and use of their software. Rainbow offers the widest variety of protection devices for today's PC, Apple and LAN developers.

RAN-RAD Advanced Networks **BEC/547**

900 Corporate Drive
Mahwah, NJ 07430

RAN is showing a family of networking products to include Active Star Controllers for Local Talk devices, the EtherStar 10Base T Multiport Repeater and RMAU Token Ring MAU — all manageable via a Macintosh. The SRM3-MAC Short Range Modem, to extend the distance of the Mac serial port, is also exhibited.

RasterOps **BEC/1506**

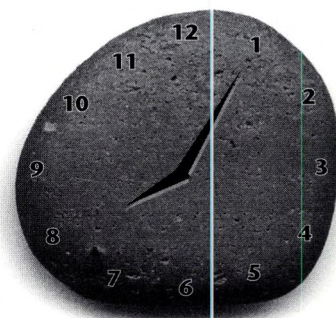
2500 Walsh Avenue
Santa Clara, CA 95051

Stop by RasterOps' booth to see the latest high performance color video technology for the Macintosh. RasterOps is displaying a variety of innovative products including monochrome and color display systems, accelerators, monitors, video image capture and display hardware, a photorealistic color printer, calibration and color management products and multimedia accessories.

RBC, Incorporated **BEC/1944**

Two Colonial Place, 2101 Wilson Blvd. #801
Arlington, VA 22201

RBC is featuring CalScan, a network-based scheduling solution for Macintosh and IBM PC or compatible computers sharing common user calendar information on a network server.



DIAQUEST REDEFINES TIME

Introducing QuickPass™ Recording for the DQ-Animaq™ Video Controller

QuickPass™ Radically
Alters the Equation for
Frame Accurate Capture
& Animation Recording.

Save Time & Money
with QuickPass™

What Took Hours
to Create
Now Takes Minutes.

All of the Accuracy.
A Fraction of the Time.

See Diaquest
at MacWorld Boston
Booth #5142 (WTC)

DIAQUEST®

1440 SAN PABLO AVENUE
BERKELEY CALIFORNIA 94702 USA
PHONE 510 526 7167 FAX 526 7073
AppleLink: DIAQUEST

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Reactor, Inc.

BEC/100A

445 W. Erie, Ste B5
Chicago, IL 60610

Winner of the 1991 Macworld Game Hall of Fame "Best CD-ROM", Reactor's "Spaceship Warlock" is a science fiction interactive movie in which you become the central character! Also demonstrated at this show is "Creepy Castle", "Virtual Valerie" and a preview of the new "Screaming Metal" CD-ROM. Don't miss it!

Reality Technologies

BEC/2120

3624 Market St.
Philadelphia, PA 19104

Reality Technologies, Ltd. integrates technology, financial information and services to simplify personal finance and investing. A lot of programs track where your money goes. WealthBuilder by Money Magazine, the complete personal financial planning and investing system shows you how to make your money grow.

Redgate Communications Corp.

WTC/5609

660 Beachland Blvd.
Vero Beach, FL 32963

The Macintosh Product Registry is a quarterly publication that contains more than 5,000 product entries in the following categories: Business and Professional Software; Personal and Home Software; Hardware and Peripherals; and Accessories. Each entry includes system requirements, description, pricing and company address and telephone/fax numbers. It is also available on CD-ROM.

Relax Technology, Incorporated

BEC/620

3101 Whipple Road
Union City, CA 94587

Relax Technology brings to MACWORLD Expo its ever increasing Macintosh peripheral product line. New items available through mail order or purchase at the show include CD-ROM Drives, PowerBook Carrying Cases, Fax Modems, 3 1/2" Optical Drives, Trinitron Monitor Packages, 2 Gig Dat Drives, 88 Meg Removable Cartridge Drives and a wide assortment of SIMMs Memory Upgrades.

Rentex Office Equipment

BEC/137

337 Summer St.
Boston, MA 02210

Rentex buys and sells used Macintosh equipment. We buy and sell Mac CPUs, monitors, printers, and all Mac peripherals. We guarantee to pay top dollar for all equipment we buy, and we sell reconditioned Macs at discount. Our reconditioned Mac equipment carries up to a year warranty.

Rutishauser

BEC/262

324 S. Hyde Park Ave., Suite 375
Tampa, FL 33606

Rutishauser is demonstrating TowerFeed, a single sheet feeder for the LaserWriter IINT, NTX, IIx and IIg. TowerFeed effortlessly handles a variety of paper bonds and sizes so that you can easily mix and match paper types in the same print job right from the desktop. TowerFeed's virtual addressing scheme makes it indispensable for networked LaserWriters. Come and experience the freedom of remote paper selection.

S.H. Pierce & Co.

WTC/5830

Suite 323, Bldg. 600, One Kendall Sq.
Cambridge, MA 02139

PosterWorks 2.2, premiering at MACWORLD Expo Boston 92, enables users to create color and b/w tiled posters up to 10,000 square feet using any PostScript printer. Supported by a nationwide network of large-format service bureaus, the 2.2 version extends color calibration, panelling tools, spot/process color and many other print options. (617) 395-8350; Fax: (617) 395-1281.

Salient Software, Inc.

WTC/5455

124 University Ave., Suite 103
Palo Alto, CA 94301

Sanctuary Woods Multimedia Corporation

BEC/531

1124 Fort Street
Victoria, British Columbia, V8V 3K8 Canada

Sanctuary Woods introduces *The Vampire's Coffin*, the first interactive CD-ROM title in its new gaming series, *The Awesome Adventures of Victor Vector and Yondo*. The Victor Vector series integrates spectacular QuickTime action, and outstanding color art and sound to produce the ultimate multimedia gaming experience. *The Vampire's Coffin*...it's deadly!

(See our ad on page 6)

Santos Technology Inc.

BEC/1316

383 Van Ness Avenue, Suite 1604
Torrance, CA 90501

SAS Institute Inc.

WTC/5138

SAS Campus Drive
Cary, NC 27513-2414

SAS Institute is exhibiting JMP software, a statistical visualization and exploratory program. JMP presents statistics graphically so they can be visually understood. Capabilities include quality control charts, statistics and more. Also available are JMP IN (the student version), JMP Serve (the network version) and JMP Design software for experimental designs.

Sassafras Software, Inc.

BEC/442

P.O. Box 150
Hanover, NH 03755

The KeyServer license management package has gained wide acceptance by both software vendors and network administrators over the past few years. KeyServer's new enhanced management features give administrators more flexibility. Come talk to us about software licensing and our solution to legal use of all of the software on your Macintosh network.

Saturae Corp.

BEC/443

148 Richdale Ave.
Cambridge, MA 02140

Sayett Technology, Inc.

BEC/1707

17 Tobey Village Office Park
Pittsford, NY 14534

Second Wave, Inc.

BEC/1318

9430 Research Blvd. Echelon II, Suite 260
Austin, TX 78759-6541

Second Wave manufactures 4- and 8-slot NuBus Expanse™ expansion chassis systems for the Macintosh SE/30, IIsi, IIcx, IIx and Quadras; ViperDrive 20MB Floptical disk drive; and Apex™ math co-processor cards. ViperDrive™ is available in Macintosh and PC, internal and external versions.

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Seiko Instruments USA, Inc. **WTC/5112**

1130 Ringwood Court
San Jose, CA 95131

Sensible Solutions **BEC/2037**

50 Aldrin Road
Plymouth, MA 02360

Sensible Solutions will feature major brands of diskette copiers, labeling and packaging equipment, and its third-party service. Also on display will be Rainbow Diskette Services, which provides in-house duplication, packaging and fulfillment, using high quality media. SenSol uses state-of-the-art equipment for Macintosh. Nobody copies faster or cleaner.

Sequel Development/F.C. Brooks & Co. **BEC/401**

21607 Stevens Creek Blvd.
Cupertino, CA 95014

Serius Corporation **BEC/1644**

488 East 6400 South, Suite 100
Salt Lake City, UT 84107

Serius Programmer: high-level, object-oriented, Macintosh application builder for non-technical power users. Includes powerful database object. **Serius Developer:** superset of Serius Programmer and lets developers create new objects/functions using THINK C, THINK Pascal or any of the MPW environments. Additional objects sets available for multimedia, communications, HypeCard emulation and more.

Shana Corporation **WTC/5669**

#105, 9650-20 Avenue
Edmonton, AL, CANADA T6N 1G1

Sharp Electronics Corp. **BEC/1720**

Sharp Plaza
Mahwah, NJ 07430

Shiva Corporation **WTC/5134**

One Cambridge Center
Cambridge, MA 02142

Sierra On-Line/Sprint **BEC/2108**

8140 Ward Parkway
Kansas City, MO 64114

Sprint/Sierra On-Line is promoting a program which offers long distance and free computer games for enrollment. Sprint/Sierra On-Line is providing free long-distance calls from our booth to anywhere in the world! Stop by for a free long-distance call. Sierra On-Line develops and publishes entertainment and education Macintosh products.

Silicon Graphics, Inc. **BEC/716**

2011 N. Shoreline Blvd.
Mountain View, CA 94039-7311

Silicon Graphics, Inc. is the leading manufacturer of visual computing systems. The company delivers three-dimensional graphics, color, audio, video and real-time technologies to the technical, scientific and creative computing marketplace. Silicon Graphics is displaying visual workstations that highlight applications from 3-D Modeling and Rendering to Image Processing to Digital Audio/Video Post Production.

Silicon Sports **BEC/926**

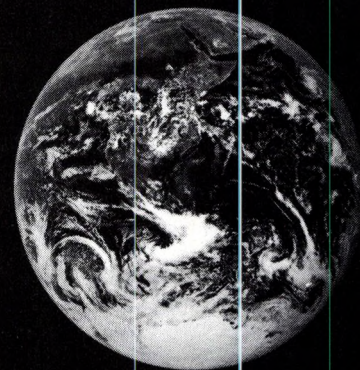
324 High Street
Palo Alto, CA 94301

We manufacture a full line of ergonomic wrist support accessories including the Wrist Pad™ and Puzzle™ Pads which have become industry standards. New products include Notebook Pads for portable computers, PowerBook™ Pads, and a Wrist/Mouse support pad. We are also showing the popular Liquid Crystal Hyper Pad, Mini Wrist Pads, Desk Extensions and Keyboard Drawer Pads.

Sixty Eight Thousand, Inc. **BEC/1524**

160 Technology Circle
Scotts Valley, CA 95066

Sixty Eight Thousand, Inc. is the original manufacturer of Macintosh tower workstations: the Dash 30fx. The company is showing: Hurricane — a RISC processor that can run Adobe PhotoShop filters up to 20 times faster than the Quadra 950; Dash 40 — a blazing multiple processor Macintosh workstation; DashTalk II — a SCSI II network 10 times faster than EtherNet; and Stallion — a 3-4 MByte ps FDDI gateway for all Macintoshes.



**IF YOU'RE NOT
RECYCLING
YOU'RE THROWING
IT ALL AWAY.**

1-800-CALL-EDF

**Keep the knowledge.
Recycle your badge.**



After you've experienced the world of Macintosh computing at MACWORLD Expo, help save it by dropping your badge and badgeholder in the Recycle Receptacles located in the entry foyers of the exhibit halls. If you're planning on returning, don't drop your badge in the receptacle... it cannot be retrieved or replaced.

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Slide Services, Inc.

BEC/135

2537 25th Ave., South
Minneapolis, MN 55406

A full service photo lab providing quality, price competitive, on time services. Computer services include scanning, compositing, retouch and film recording 35mm, 4x5 and 8x10 negs and chromes. Other services include prints and display transparencies, E6 slides and large format duplication and Cibachrome and Kodak R-3 machine prints and overheads.

Snow Software

BEC/2039

2360 Congress Ave.
Clearwater, FL 34623

Preview copies of the first stand-alone Report Writer for the Macintosh are available. The "World's Most Powerful Report Writer" is part of Snow's enterprise-wide solutions accessing local accounting, spreadsheet and database information together with SQL, host and network data across Macintosh, VAX, mainframe, OS/2, LAN, WAN, UNIX, DOS, and Windows platforms.

Softcode International Ltd./ Plusware, Inc.

BEC/256

80 Citizen Court, Unit 2
Markham, Ontario, L6G 1A7 Canada

Plusware™ introduces several ADB devices for the Macintosh. The Numeric Keypad for the Macintosh PowerBook features 23 keys with access to an additional 15 programmable function keys, low power consumption and an ADB pass-through port. They are also showing their new ADB Joystick, Game Controller, Mini Trackball and Mouse for all Macs.

Softsync, Inc.

WTC/5344

800 Douglas Entrance, N. Tower, Suite 355
Coral Gables, FL 33134

Softsync is exhibiting the award-winning Accountant, Inc. Also: the Expert line of value-priced software including Expert Color Paint, with 32-bit color; ExpertWriter, a desktop accessory word processor; Expert Astronomer, educational and fun; the design series — Expert Home Design, Expert Landscape and Expert Office Design; and Expert Draw.

(See our ad on pages 20 & 21)

Software Publishers of America

BEC/2034

16531 Bolsa Chica, Suite 306
Huntington Beach, CA 92649

Software Toolworks, The

BEC/237

60 Leveroni Court
Novato, CA 94949

The Software Toolworks is showing The Miracle Piano Teaching System, plus a variety of games and educational software for Macintosh and CD-ROM markets.

Software Ventures

BEC/409

2907 Claremont Ave., Suite 220
Berkeley, CA 94708

MicroPhone II 4.0 is an advanced, interactive telecommunications package. Version 4.0 is now System 7-savvy and supports the Connection manager of Apple's Communications Toolbox. MicroPhone II 4.0 includes a powerful script editor and a Watch Me™ macromaker. The program supports six file transfer protocols and seven types of terminal emulation.

Sony Corporation of America

BEC/1000

655 River Oaks Parkway
San Jose, CA 95134

Sony's Computer Peripheral Products Company is demonstrating its wide array of computer peripherals, including a family of Multiscan Trinitron monitors and rewritable optical drives. Sony is also showing its computer video products, featuring the Vdeck Hi8 computer video drive and Vbox computer video interface.

Sophisticated Circuits, Inc.

WTC/5724

19017-120th Ave. NE, Suite 106
Bothell, WA 98011

Sophisticated Circuits manufacturers award-winning Macintosh ADB peripherals. PowerKey provides complete power management for Mac systems, PowerKey can turn the system on at a specific time, run procedures like hard disk backup, then turn the system off. PowerKey Remote adds dial-in wake-up. PowerPad is a customizable 10-key pad that gives PowerBook users all the convenience of an extended keyboard, including function keys.

Spectral Innovations

BEC/648

1885 Lundy Avenue
San Jose, CA 95131

Spectral Innovations provides a complete line of DSP hardware and software in a variety of formats to meet any cost/performance requirements. All products feature AT&T floating-point DSPs, high-speed static RAM and analog acquisition. Full software support is provided for custom development or use with existing commercial programs and QuickTime applications.

Specular International

BEC/330

233 N. Pleasant St., P.O. Box 888
Amherst, MA 01004

Specular International offers Infini-D 1.5. This new upgrade is up to 500% faster, has ultra-crisp image quality, imports and exports QuickTime, PostScript, DXF and much more! Specular introduces BackBurner: Render complex Infini-D images and animations in a fraction of the normal time using an unlimited number of Macintoshes.

Spyglass, Inc.

WTC/5235

701 Devonshire Dr., C17
Champaign, IL 61820

Spyglass is the leading provider of Macintosh data analysis software for scientists and engineers. We are demonstrating the Eddy-award winning Transform 2.1, which generates color surface plots, contours, and images from two-dimensional data, and Spyglass Dicer 1.1, the revolutionary program for visualizing volumetric data.

Storage Dimensions

BEC/1730

1656 McCarthy Blvd.
Milpitas, CA 95035

Storage Dimensions is exhibiting new MacinStor® high-capacity mass storage products that give Macintosh users the ultimate in performance. Featured products include: FAST SCSI-2 and WIDE SCSI-2 hard disk storage systems, high-performance disk arrays and the latest in erasable optical and tape storage for the Mac.

(See our ad on pages 28 & 29)

Find out why there's never been a PC database that stacks up to 4th DIMENSION.

Graphical user interfaces may be big news in the PC world, but for us that's been a given since 1987. 4th DIMENSION® users demand functionality far beyond windows, pull-down menus, or even graphical label and report generators. And that's why the new features in the upcoming version of 4th DIMENSION will simply advance our long-standing position as the best relational database in the world.



We've added true multitasking, floating palettes, balloon help, a fully graphical integrated client-server architecture, and a lot more. All accessible with just a few clicks of your mouse.

Of course, you needn't take our word. Be there at MacWorld Expo when we unveil the new 4th DIMENSION in the ACIUS booth (#5262), and be sure to enter our daily drawing for a free copy. If you're into database, 4th DIMENSION could be the best news you've heard since the Macintosh® itself.

©1992 ACI, and ACIUS, Inc. 4th DIMENSION and the 4th DIMENSION logo are registered trademarks of ACI, and ACIUS, Inc. Macintosh is a registered trademark of Apple Computer, Inc. Any purchase of 4th DIMENSION Version 2.2 after July 1, 1992 qualifies for a free upgrade to Version 3.0 after first customer ship date.

EXHIBITOR DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Storm Technology, Inc.

BEC/2053

1861 Landings Drive
Mountain View, CA 94043

Exhibiting products that simplify digital imaging by addressing speed and size concerns: a new JPEG image compression plug-in for Photoshop which now compresses CMYK files, embeds JPEG files in EPS format and shows thumbnails; QuickTime JPEG hardware acceleration; PicturePress JPEG software; JPEG development tools; and the multi-use, programmable StormCard accelerator.

Strata Inc.

BEC/1706

2 W. St. George Blvd., Suite 2100
St. George, UT 84770

MacUser Eddy Award Winner! StrataVision™ 3d version 2.5 Adds faster rendering, Bezier text editing, System 7-savvy, QuickTime, new modeling tools including the "Skin Modeler", and distributed rendering with RenderPro™. New products include a 3D type utility and 3D clip art libraries, both with built-in StrataVision rendering without StrataVision 3d!

Strategic Mapping, Inc.

WTC/5145

4030 Moorpark Avenue, Suite 250
San Jose, CA 95117

Strategic Mapping is demonstrating Atlas Pro™ for Macintosh. Atlas Pro is a geographic data management system that links data to digital maps. Once the data sets are linked to the map, users can perform powerful analyses for hundreds of applications in areas like sales and marketing, government analysis, and environmental management. Atlas Pro is fully System 7.0-savvy and QuickTime™ ready.

SuperMac Technology

WTC/5304

485 Potrero Avenue
Sunnyvale, CA 94086

SuperOffice Corporation

BEC/2133

One Cranberry Hill
Lexington, MA 02173

SuperOffice announces a breakthrough for contact management and sales automation software: SuperOffice 2.0 now offers cross-platform networking which allows Macintosh and PC/Windows users to share the same data file on a common network -- without conversions. SuperOffice has five modules: Diary, Customers, Follow-up, Reports, Templates for correspondence,

Supra Corporation

BEC/437

7101 Supra Drive SW
Albany, OR 97321

Supra's exhibit features their affordable, high-performance modems for Macintosh, including the new SupraFAXModem V.32bis. With 14,400 bps fax and data transmission, upgrades to Voice and Caller ID capability and pricing starting under \$400, this latest Supra innovation puts fast, efficient telecommunications within reach of every Mac user.
(See our ad on page 3)

Survivor Software, Ltd.

BEC/1419

11222 La Cienega Blvd., Suite 450
Inglewood, CA 90304

SYNEX

BEC/1633

692 10 Street
Brooklyn, NY 11215-4502

SYNEX is exhibiting MacEnvelope®, an envelope and label printing program that prints CASS certified wide area Postal bar code; MacEnvelope® Plus, all the features of MacEnvelope™ with large list management; MacPhonebook™, a phone book printing program, and Bar Code Pro™, a desk accessory that creates 14 different bar code symbologies.

SyQuest Technology

BEC/555

47071 Bayside Parkway
Fremont, CA 94538

SYSTAT, Inc.

WTC/5651

1800 Sherman Ave.
Evanston, IL 60201

SYSTAT is comprehensive statistics, graphics and data management software, with advanced statistical routines and presentation-quality graphics. Powerful and easy to use, SYSTAT products are rated highly in many comparative reviews. SYSTAT 5.2 uses the Mac interface for exploratory analysis and takes advantage of QuickTime™. Network versions and product demos available.

TechWorks

BEC/1523

4030 Braker Lane West, Suite 350
Austin, TX 78759

Awarded #4 in Inc.'s 500 Fastest Growing Businesses, TechWorks provides a full line of

Macintosh connectivity hardware and software. These networking solutions include the GraceLAN Professional Series of network management tools and an entire line of networking products. TechWorks also markets a complete line of memory and performance enhancement products.

Teknosys, Inc.

BEC/321

3923 Coconut Palm Drive #111
Tampa, FL 33619

Teknosys is exhibiting the new Help!™ family of problem-solving applications. Help! now addresses the individual needs of end-users, network administrators and other support personnel in solving Macintosh configuration problems. The Help! suite of products detect and help solve Startup document conflicts, incompatibilities, improperly installed files, memory problems, damaged files and duplicate files.

Tektronix, Inc.

BEC/1531

Wilsonville Industrial Park
Wilsonville, OR 97070

Tektronix manufactures and markets desktop color printers. Displayed for the first time, the Phaser-IIISD, a dye-sublimation color printer. Features are 300 dpi, Adobe level 2 PostScript and Photofine technology. Provides photo realistic printed images on paper or transparency. Thermal wax and plain paper color printers will also be displayed.

TeleTypesetting Co.

BEC/450

311 Harvard Street
Brookline, MA 02146

T-Script PostScript interpreter software outputs from any application to non-PostScript printers HP, Apple, Canon, GCC, others. Chooser selectable, supports AppleTalk, color, includes fonts, PostScript preview, TIFF and PICT converter (\$85-\$495). New — Books-On-Disk® electronic cookbook, 1000+ recipes, nutritional information, add and print recipes. Bible, Shakespeare, other cookbooks also on disk.

Teleware, Inc.

WTC/5063

300 Roundhill Drive
Rockaway, NJ 07866

M.Y.O.B., winner of the 1991 and 1992 MacWorld World-Class Awards, is a fully integrated, small business accounting software program containing G/L, A/P, A/R, Checkbook,

EXHIBITOR DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Inventory and many valuable business management tools. M.Y.O.B. is powerful yet easy to set up and use. Version 3.0 has some impressive new features such as importing, back-order tracking, increased password protection and much more.

Texas Instruments

BEC/824

12501 Research Blvd., M/S 2240
Austin, TX 78759

Texas Instruments is exhibiting their award-winning microLaser™ family of printers: the 9-ppm microLaser Plus and the 16-ppm microLaser XL. These 300-dpi lasers provide affordable PostScript solutions for Macintosh and DOS systems. Add the Turbo option and get RISC power for fast PostScript printing.

THOR Manufacturing

BEC/818

P.O. Box 10108
Reno, NV 89510-0108

THOR is now expanding the reach and function of any Macintosh with NEW products. Additional products are in the PhoneTalker series of telephone interfaces and

transmission equipment, along with product expansions in the multimedia MacBlaster series of audio systems. THOR continues to offer a full line of AppleTalk networking products.

Thought I Could

BEC/342

107 University Place, Suite 4 D
New York, NY 10003

Thunderware, Inc.

WTC/5637

21 Orinda Way
Orinda, CA 94563-2565

Scan graphics and text affordably! LightningScan hand scanners are rated the best by Macworld and MacUser magazines. All three LightningScan models include ThunderWorks image editing software and READ-IT! OCR Personal to recognize text. New LightningScan Pro offers 256 shades of hardware gray scale and includes Enhance software for image enhancement.

TIMESLIPS Corporation

WTC/5568

239 Western Ave.
Essex, MA 01929

TIMESLIPS Corporation introduces LapTrack, a time and expense tracking, and reporting system for powerbooks and offices that don't need the invoicing or accounts receivable capabilities of Timeslips III. Both programs allow up to 3,400 clients, 250 timekeepers and 250 activities. Perfect for service professionals such as graphic designers, lawyers, architects and more.

(See our ad on page 45)

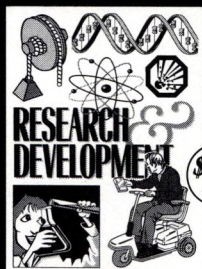
Timeworks, Inc.

BEC/1624

625 Academy Drive
Northbrook, IL 60062

Timeworks is exhibiting its award-winning Publish It! Easy, and Color It! Easy is a powerful easy-to-use desktop publisher featuring page layout, word processing, graphics and built-in mail-merge capabilities. Color It! is the 32-bit color paint and image-processing program that puts the effects of a professional darkroom at your fingertips.

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version 5.0 / over 4000 encapsulated postscript clip art images on cd rom

DARKROOM CD ROM

version 1.0 / black & white clip photography on cd rom

ART & TYPE VENDOR CD ROM

version 1.6 / pay as you go clip art & fonts on cd rom

DIGITART CLIPART

encapsulated postscript clip art

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Tom Snyder Productions **BEC/151**

90 Sherman St.
Cambridge, MA 02140

Tom Snyder Productions is presenting software, video, and laserdisc programs designed to spur great group activities in your classroom. We have cooperative learning and critical thinking products for most content areas including, math, science, language arts and social studies. Grade level is K-12.

Total Peripherals, Inc. **BEC/515**

1 Brigham Street
Marlboro, MA 01752

Total Peripherals is exhibiting a full line of Macintosh Peripherals including: External and Internal Hard Drives, 44MB and 88MB removable Hard Drives and Cartridges, Compact Cases with Universal Power Supplies, Memory, SIMMs, FPU's and Monitors.

Total Systems **BEC/1412**

1720 Willow Creek Circle
Eugene, OR 97402-9152

TPS Electronics **WTC/5645**

4047 Transport St.
Palo Alto, CA 94303

TPS Electronics presents the latest in bar code and magnetic stripe products for the Macintosh. Contact wands and laser scanners, featuring ADB (keyboard) input will be on display. Portable scanners will also be shown. Come see a hands-on demonstration of the industry's first integrated scanner for the Macintosh. TPS will also introduce its ADB/System™ line of ADB accessories and enhancements.

TreeAge Software, Inc. **WTC/5540**

1 Post Office Square, 23rd Floor
Boston, MA 02109

TreeAge Software is introducing at MACWORLD Expo a new, more powerful version of DATA™, its premier decision support software. With its structured methodology and excellent graphics, DATA is being used in North America, Europe, Asia and Australia by universities to teach decision analysis, and by business executives and professionals to identify and make the best possible decisions.

Tribe Computer Works **BEC/911**

1195 Park Ave.
Emeryville, CA 94608

Tribe Computer Works features LocalSwitch, the plug-and-play network hub that speeds up your LocalTalk network. LocalSwitch uses parallel processing technology to handle many LocalTalk conversations simultaneously, boosting network throughput well above 230 Kbps. And what else might Tribe have up its sleeve this year? Stop by and see!

TRIK, Inc. **BEC/1936**

4500 East Oltorf, Suite 120
Austin, TX 78741

Truvel, division of Vidar Systems Corp. **WTC/5761**

520 Herndon Parkway
Herndon, VA 22070

Truvel's high resolution grayscale and color scanners feature true optical resolution from 75-900 dpi, the ability to scan objects up to 2" in height and high performance line-art scanning with the Zebra board. Also demonstrated is Truvel's X-ray scanner, capturing full 14" x 17" images for the Macintosh.

VAMP, Inc. (McCAD) **BEC/604**

6753 Selma Ave.
Los Angeles, CA 90028

Vamp, Inc. is the publisher of McCAD EDS software, a complete family of integrated Electronic Design Systems for the Macintosh. McCAD Electronic Design Systems offers a choice of design environments with a wide range of system configurations tailored to the specific needs of the designer. McCAD modules take the designer through the complete design cycle: Schematic Capture, Simulation (Analog & Digital), Standard and SMT PCB Layout, Auto-Routing and Gerber generation for board fabrication.

Ventana Press, Inc. **BEC/1606**

P.O. Box 2468
Chapel Hill, NC 27515

Ventana Press publishes both Macintosh-specific and "generic" desktop design books that have become the most widely used references in the Mac community. New for 1992 is *The Mac Shareware 500 - A Book/Disk Set*, the first and only guide to Macintosh shareware. Stop by and meet the Mac Shareware author and see running demonstrations of America Online's new software and the Mac Shareware 500 library.

Videomedia, Inc. **WTC/5858**

175 Lewis Road
San Jose, CA 95111

See the new V-LAN compatible animation and desktop video products: OZ is a software/hardware animation + video editing solution. Auto-PICT QT animation software captures/records .PICS, .PICT and QuickTime movie files to and from videotape/disc. PACE provides frame accurate animation control of any videotape/videodisc device from the Macintosh.

Virtus Corporation **BEC/618**

117 Edinburgh South, Suite 204
Cary, NC 27511

Virtus Corporation specializes in user-interface technologies. Stop by the Virtus booth and see a demonstration of the latest version of Virtus WalkThrough™, the company's award-winning 3D drawing and spatial design software that allows you to create virtual environments on your computer screen and walk through and explore those environments in real time.

Vision Software International **BEC/1909**

4633 Old Ironsides Drive, Suite 250
Santa Clara, CA 95054

CameraMan is a screen movie capture utility for your Macintosh computer. CameraMan records everything that takes place on your screen in real-time to a standard movie file. All standard Macintosh animation formats (such as QuickTime and PICS) are supported. Use your screen movies in any multimedia or presentation package as well as the growing

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number of products such as word processors, etc. which support playback of QuickTime™ movies.

Vividus Corp

BEC/1907

651 Kendall Ave.
Palo Alto, CA 94306

Cinematic makes it easy to create interactive presentations with professional-quality animation, sound, and QuickTime™ video. Cinematic also automatically animates presentations created in PowerPoint® or Persuasion™. "No other multimedia presentation program comes close to this level of ease of use." —MacUser 7/92 Four Mice. Winner, MacWorld Editors's Choice 7/92.

Voyager Company, The

BEC/1630

1351 Pacific Coast Highway
Santa Monica, CA 90401

Voyager is showing a full line of CD-ROM, laserdisc, and software products. Featured products include: the award-winning CD Companion series; children's programs; Poetry

in Motion and Ephemeral Films, new CD-ROM movies using QuickTime; and the Expanded Books, a series of best-selling fiction and non-fiction books designed for the Macintosh.

Wacom Technology Corp.

BEC/2064

501 S.E. Columbia Shores Blvd., Suite 300
Vancouver, WA 98661

Wacom Technology Corporation is displaying their award winning SD-Series graphics tablets with cordless, batteryless, pressure sensitive pens and cursors. Wacom's cordless digitizing tablet is the ideal input device for computer graphics, illustration, desktop publishing, and CAD. Wacom's quality provides you with a new sense of freedom in computer graphics and design.

Warner New Media

BEC/1008

3500 W. Olive Ave., Suite 1050
Burbank, CA 91505

Warner New Media is a company that develops new forms of information-rich entertainment from mixes of graphics, music, interactivity, animation, computer control,

narration and video. We are exhibiting over fifteen new and exciting CD-ROM products which exemplify the future of computer entertainment.

(See our ad on page 87)

Washington Apple Pi, Ltd.

BEC/1513

7910 Woodmont Ave., Suite 910
Bethesda, MD 20814

We represent 5,000 Macintosh and Apple II users in the Washington, DC area. We have an extensive series of tutorials; comprehensive disk collection; multiple monthly meeting; multi-line BBS; volunteers for immediate phone assistance; and a professional-quality monthly Journal. Visit our booth or contact our office (301-654-8060) for a membership kit.

Williams & Macias Inc.

BEC/421

3707 South Godfrey
Spokane, WA 99204

Demonstrations at our booth: (1) The ECO System: A no-waste labeling system based on

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Laser Printer Memory Upgrades
Mac Portable 3M
Mac Classic 1M/3M Board
Mac LC 512K VRAM
Mac IIfx/NTX 1MX8/4MX8-80ns
Mac IIsi 030 2 Slot Adaptor
Mac IIsi 68882 FPU's
Mac LC 68882 FPU's

Mac Classic II 68882 FPU's
Mac IIsi 64K Cache
Mac IIsi 64K Cache
Mac 512Ke Upgrades
Mac Plus/Classic Accelerators
Mac SE Accelerators w/FPU
Mac 512Ke/Plus/SE Accelerators w/video

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Pseudo Static RAM
Models 100, 140, 170
2M, 4M, 6M

(All PB memory ships with
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small, reusable forms. (2) myDiskLabeler: Create labels and cover inserts for SyQuest removable disks. Print an entire disk directory on the cover insert. (3) StickyBusiness: Make bumper stickers, round buttons and business cards for business and pleasure. Lots more!

Wolfram Research, Inc.

BEC/1710

100 Trade Center Drive
Champaign, IL 61820

A system for doing numerical, symbolic and graphical computation used both as an interactive calculation tool and a programming language. Numerical capabilities include arbitrary precision arithmetic and matrix manipulation. On systems with a sophisticated graphical user interface, users can create "Notebooks" that mix input, graphics, text and sound. Generates graphics in PostScript form.

WordPerfect Corp.

WTC/5104

1555 N. Technology Way
Orem, UT 84057

WordStar International

BEC/230

201 Alameda Del Prado
Novato, CA 94949

WordStar International is exhibiting a complete line of writing tools for the Macintosh family including American Heritage Dictionary, an online 116,000 word dictionary; Correct Grammer, the award-winning grammar checker; Correct Writing, a writing style guide; Correct Quotes, with over 5,000 quotations and Correct Letters, a library of over 250 business letters.

World Expo Corporation

WTC/5059

111 Speen Street
Framingham, MA 01701

World Expo Corporation, producers of the highly acclaimed MACWORLD Expos, produces 60 events in 20 countries exclusively for the information technology industry. Stop by our booth and pick up the latest information on the worldwide MACWORLD Expos, the most successful trade show series in the world!

X-Ray Scanner Corp. (XRS)

BEC/343

4030 Spencer Street, Suite 101
Torrance, CA 90503

X-Ray Scanner Corporation (XRS) designs and markets a series of scanning products for the graphic arts, medical, scientific, industrial and micrographic industries. A leading innovator in scanning, technology, XRS scanners manipulate reflective and transmissive data in the personal computer environment for clearer and more effective imaging results.

XANTE Corporation

WTC/5066

2559 Emogene Street
Mobile, AL 36606

XANTE Corporation is exhibiting the Accel-a-Writer 8000 laser printer and laser printer upgrade products for Apple® LaserWriters® and HP® LaserJets®. Features include: true 600 x 600 dpi, revolutionary gray scale enhancement, AMD 29000 RISC processor, PostScript® compatibility, simultaneous PC/Mac interfacing, SCSI connectivity, Virtual Disk Technology and dual page processing.

YARC Systems Corporation

BEC/446

975 Business Center Circle
Newbury Park, CA 91320

See high-speed co-processing at workstation speed on a Macintosh with a YARC RISC board. Applications include YARCRenderMan, a high-speed upgrade for PIXAR's MacRenderMan, running on a single YARC board 4 to 6 times faster than a Quadra 900, with multiple boards giving even greater speed increases. Also see other accelerated products, including *Presenter Professional* and *Sculpt 4D*.

Ziff-Davis Publishing Company

WTC/5616

One Park Avenue
New York, NY 10016

Ziff-Davis Publishing Company is exhibiting the following: MacUser means business. MacWeek, the newsweekly for Macintosh managers. ZiffNet-Mac, all about Macintosh computing on-line.

Zondervan Electronic Publishing

BEC/1631

5300 Patterson Avenue, S.E.
Grand Rapids, MI 49530

macBible is a self-contained, advanced software package designed for studying biblical texts. It features powerful word, phrase and verse reference search capabilities — ideal for students and scholars. Available: New International Version, King James Version, New Revised Standard Version with apocrypha, Hebrew Bible, Greek New Testament, and more.

Zoom Telephonics, Inc.

BEC/430

207 South Street
Boston, MA 02111

Zoom Telephonics is exhibiting a complete line of modems and faxmodems for the Macintosh. Products range from V.32bis faxmodems with 14,400 bps send/receive fax speed and data speeds up to 57,600 bps to basic 2400 bps data-only modems. Zoom's new pocket-sized faxmodem is also being shown.

600 dpi 11x17
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We're gearing up to show you incredible new capabilities – in color printers, 600 dpi lasers and freehand graphics tablets.

Come see letter, tabloid and larger size output in resolutions that will set your heart racing. Plus cordless drawing tools that will let your imagination run wild.

So get yourself in gear and visit the Imagination Machine where you can see, touch and demo them all.

See Us In Action!

World Trade Center Booth #5338

We draw on
your imagination.™



ADDITIONAL EXHIBITOR DESCRIPTIONS

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Biscom, Inc.

BEC/914

85 Rangeway Road
Billerica, MA 01862

Biscom is showing its FAXCOM network fax server solutions, including FAXCOM/Publisher for PostScript/DTP applications and Simile software for Apple Macintosh AppleTalk networks.

Colonial Business Equipment & Service Company, Inc.

BEC/1005

50 Redfield Street
Boston, MA 02122

Colonial Business Equipment & Service Company is the largest independent PC maintenance company in New England. CBE has in-house capability of circuit board & monitor repairs.

DuPont

BEC/614

77 NorthEastern Boulevard
Nashua, NH 03062

Demonstrating the first high resolution plain paper imagesetter featuring true 1800 dpi, 88000 RISC-based RIP, 11.7 X 17" output. Applications include direct-to-plate and camera ready copy.

Hilton Systems, Inc.

BEC/1522

3 Maple Place
Glen Head, NY 11545

Specialists in paper and envelope feeders for the Apple LaserWriter and other laser printers. Both Multi-Bin with 3, 4 or 5 paper bins plus envelope bin and High Capacity 1,500 sheet or 250 envelope units. Also Output Stackers to increase the printer's output stacking capacity.

Interactive Solutions

BEC/545

4655 Old Ironsides Dr. #270
Santa Clara, CA 95054

MacConnection

BEC/1824

14 Mill Street
Marlow, NH 03456

MacConnection presents the premier of MacTV, a daily television program for everyone who uses the Macintosh. Meet show hosts Victoria Smith and Don Crabb.

Mediatec

BEC/543

One White Water
Irvine, CA 92716

Mediatec, a leading reseller of Macintosh peripherals, is exhibiting a full line of storage subsystems manufactured by Procom Technology. These products consist of CD-ROM, Floptical, Removable, Optical, DAT and hard drives. Other products displayed are a complete array of CD-ROM titles and memory upgrade products.

Mercury Systems, Inc.

BEC/338

10000 Santa Monica Blvd., Suite 123
Los Angeles, CA 90067

Introducing MacIntercomm™: a full-featured telecommunications program incorporating true multitasking that lets your file transfers continue even during intensive tasks like compression and formatting disks.

Microcomputer Applications, Inc.

BEC/2103

8 Hutchinson Road
Winchester, MA 01890

Microcomputer Applications, Inc. is a small company that creates multimedia applications and software. At the Exposition, they will be showing some QuickTime Utilities and software for conducting research in the Social Sciences.

Natural Resources

BEC/460

74 Crescent Road
Needham, MA 02194

Bottle-less water coolers. Distributors of multi-pure drinking water systems for the home and office.

Newtonville Camera & Video

BEC/165

249 Walnut Street
Newtonville, MA 02160-1695

Selling Sony Camcorders, Monitors, VCRs, Still Video Printers, Video Editors & Video Title processors. Demonstrations of easy-to-use equipment to turn your video tapes into professional productions.

PrecisionLand, Inc.

BEC/1001

4101-D Stuart Andrew Boulevard
Charlotte, NC 28217

Tamarack Artiscan Flatbed Color Scanner. High quality color capability to scan slides, transparencies, reflective art - even xrays. Built-in gamma correction hardware to enhance image quality.

Prosonus

BEC/910

11126 Weddington Street
North Hollywood, CA 91601

MusicBytes™, license-free Audio-CD/CD-ROM containing clip music for multimedia presentations performed by world renowned musicians in various formats. Also introducing Mr. Sound FX™, a floppy disk-based sound effects program featuring Michael Winslow.

Signature Software, Inc.

WTC/5828

10075 SW Barbur Blvd., Suite 5-401
Portland, OR 97219

PERSONAL FONT is a custom font package of an individual's handwriting (can be connected, contextual cursive) for \$99.95. Licensing and franchising available.

Sonnet Technologies, Inc.

BEC/612

18004 Sky Park Circle, Suite 260
Irvine, CA 92714-6428

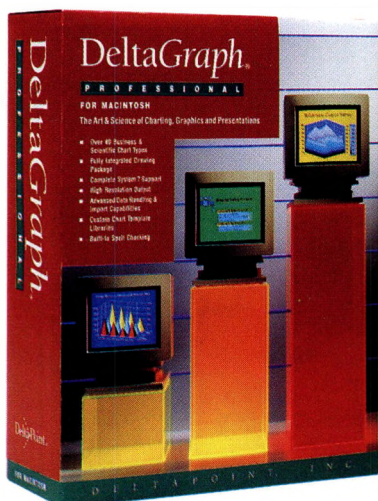
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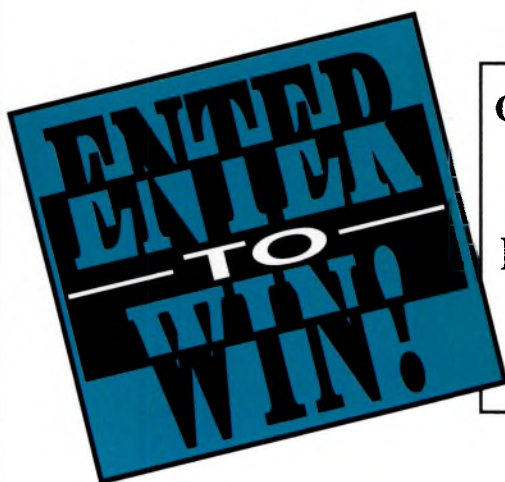


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PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

SOFTWARE

Business

PRODUCT	LOCATION
1stACT!	BEC/1906
4D CALC	WTC/5262
4D D.A.L.	WTC/5262
4D DRAW	WTC/5262
4D SQL Server	WTC/5262
4D WRITE	WTC/5262
4th DIMENSION	WTC/5262
Abra 2000	BEC/1934
AbraTrak	BEC/1934
Accountant, Inc.	WTC/5344
ACT! for DOS	BEC/1906
ACT! for Macintosh	BEC/1906
ACT! for the HP 96LX	BEC/1906
ACT! for Windows	BEC/1906
Address Book Plus 2.0	BEC/425
AEC Information Manager™	WTC/5558
America Online	BEC/529
AMIX Service™	BEC/2052
Bar Code Pro	BEC/1633
BeagleWorks	BEC/1844
Calendar Creator	BEC/425
CalScan	BEC/1944
Canvas™ 3	WTC/5618
Classic Travel Case	BEC/636
Credit Card DB™	WTC/5866
Data™ v2.0	WTC/5540
DataDesk 3.0	BEC/1911
DateBook 1.0.2	BEC/324
Easy Alarms 2.0	BEC/643
ECO Label System	BEC/421
Electronic Map Cabinet	BEC/131
Entry Level SoftPC	WTC/5151
Extend	BEC/1530
Extend+ Manufacturing	BEC/1530
Fair Witness 1.2	BEC/634
Fast Forms 2.0	BEC/425
FastTrack Resource™	WTC/5558
FastTrack Schedule™	WTC/5558
FILE FORCE	WTC/5262
FlexShare™	BEC/1112
Flexware Accounts Payable	BEC/1112
Flexware Accounts Receivable	BEC/1112
Flexware Database Development System	BEC/1112
Flexware General Ledger	BEC/1112
Flexware Inventory Control	BEC/1112
Flexware Job Costing/Estimating	BEC/1112
Flexware Order Processing	BEC/1112
Flexware Payroll	BEC/1112
Flexware Point of Sale	BEC/1112
Flexware Purchasing	BEC/1112

Flexware Request for Service	BEC/1112
Flexware Tracker™	BEC/1112
FlowChart Express	WTC/5659
Footage 91	BEC/131
GeoQuery	WTC/5219
GeoQuery for ACT!	WTC/5219
GraceLAN Asset Manager	BEC/1523
GraceLAN Network Manager	BEC/1523
GraceLAN Update Manager	BEC/1523
GRAPH 3D	WTC/5262
In Control	BEC/454
ithink	WTC/5221
JMP® software V2.0	WTC/5138
LANDcalc	WTC/5522
LapTrack	WTC/5568
Laser Labels: Business Cards	BEC/421
LaserTechFonts	WTC/5220
Letter Writer Plus	BEC/425
M.Y.O.B. accounting software	WTC/5063
MacEmulate	WTC/5009
MacEnvelope	BEC/1633
MacEnvelope Plus	BEC/1633
MacPhonebook	BEC/1633
MacQwerty	WTC/5220
Market Analyzer PLUS 2.0	BEC/1417
Market Manager PLUS 2.0	BEC/1417
Marketplace Business	BEC/1930
Meeting Maker 2.0	WTC/5133
Merchant's Edge™	WTC/5866
MICRO PLANNER KeyPlay	BEC/209
MICRO PLANNER Manager	BEC/209
MICRO PLANNER X-Pert	BEC/209
Microsoft Excel 4.0	WTC/5444
Microsoft Mail	WTC/5444
Microsoft PowerPoint	WTC/5444
Microsoft Project	WTC/5444
Microsoft Word 5.0	WTC/5444
Microsoft Works	WTC/5444
netOctopus	BEC/619
NoteBook 1000 Travel Case	BEC/636
NoteBook 3400Travel Case	BEC/636
OfficeMaster™	BEC/1938
OrgChart Express	WTC/5659
Peachtree Accounting for Macintosh	WTC/5503
Peachtree Insight Accounting for Macintosh	WTC/5503
PLANMaker	BEC/527
POS/OE 4 Mac™	WTC/5866
PosterWorks	WTC/5830
PowerPort Family	WTC/5804
QuikNews™ Express Service	BEC/1621
Sales Marketing Communication System	BEC/1621
Smart Alarms Plus	BEC/319

Smart Schedules	BEC/319
Snow Report Writer (Atlantis)	BEC/2039
SoftAT	WTC/5151
SoftNode	WTC/5151
SoftPC for NeXT	WTC/5151
SoftPC for SPARC	WTC/5151
Spelling Coach™ Professional	WTC/5618
SpreadBase	BEC/2041
StickyBusiness	BEC/421
StickyBusiness Plus	BEC/421
SuperOffice 2.0	BEC/2133
Surpass	WTC/5005
TeamAgenda	BEC/619
TelePort Family	WTC/5804
The BigThesaurus™	WTC/5618
ThoughtPattern™ 2.0	BEC/414
TimeBook	BEC/1735
Timeslips III	WTC/5568
TopDown	WTC/5659
TouchBASE 2.0	BEC/324
TypeReader for Macintosh	BEC/1022
UltraPaint™	WTC/5618
Universal SoftPC	WTC/5151
UniversalSoftPC	WTC/5151
Alias Upfront™	BEC/1830

CAD/CAM

PRODUCT	LOCATION
BackBurner	BEC/330
Claris CAD	WTC/5434
DesignCAD 2D/3D	BEC/542
Expanse NB4	BEC/1318
Expanse NB8	BEC/1318
Extend+ Manufacturing form•Z 2.0	BEC/2045
Infini-D	BEC/330
IRIS Indigo	BEC/716
LANDesign	WTC/5522
Landscape Symbols Library	WTC/5613
LANDview	WTC/5522
MacInteriors	WTC/5452
MacInteriors Professional	WTC/5452
Multiscan Monitors	BEC/1000
PIXAR's MacRenderMan	BEC/446
PosterWorks	WTC/5830
PowerDraw™	WTC/5613
PowerDraw™ Translator	WTC/5613
RenderPro	BEC/1706
Residential Construction Symbols Library	WTC/5613
StrataTextures/Shapes	BEC/1706
StrataVision 3d. 2.5	BEC/1706

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Theorist 1.11	BEC/315
TREE	BEC/447
ViperDrive	BEC/1318
Virtus Walkthrough	BEC/618
YARCRendMan	BEC/446

Color/Graphics

PRODUCT	LOCATION
Accel-a-Writer 8000	WTC/5066
Accel-a-Writers I-IX	WTC/5066
Adobe Illustrator	WTC/5427
Adobe Photoshop	WTC/5427
Adobe Streamline	WTC/5427
Alias Sketch!™ V1.5	BEC/1830
BackBurner	BEC/330
Cachet Color Editor	BEC/1920
Canvas™ 3	WTC/5618
CIS•ColorAccess Calibrated	
Color Separation System	BEC/130
Clipables	BEC/416
Color Central	BEC/419
Color IT!	BEC/1624
ComputerEyes Video Digitizer	BEC/1736
Coupon Xpress	BEC/158
DeltaGraph Professional	WTC/5227
Easy Color Paint	BEC/2114
EfiColor Color Management	BEC/1920
Expert Color Paint	WTC/5344
Expert Draw	WTC/5344
FASTAT 2.0 for DOS	WTC/5651
FASTAT for Macintosh	WTC/5651
Fractal Design Painter	BEC/1537
Freedom of Press Light	BEC/921
Freedom of Press Professional	BEC/921
Infini-D	BEC/330
IRIS Indigo	BEC/716
JMP® software V2.0	WTC/5138
MacDraw II	WTC/5434
MacDraw Pro 1.5	WTC/5434
MacPaint	WTC/5434
MacPalette II	WTC/5452
MORPH™	BEC/628
PicturePress	BEC/2053
QuickPress	BEC/2053
RasterOps CorrectColor Calibrator	BEC/1506
RasterOps ImagePro	BEC/1506
RasterOps QuickPak	BEC/1506
Renaissance	BEC/658
RenderPro	BEC/1706
Smoothie	BEC/336
Spyglass Dicer	WTC/5235
Spyglass Format	WTC/5235
Spyglass Transform	WTC/5235
Storm JPEG Plug-In	BEC/2053

StrataTextures/Shapes	BEC/1706
StrataVision 3d. 2.5	BEC/1706
SymArt Systems	BEC/158
SYSTAT 5.0 for DOS	WTC/5651
SYSTAT 5.2 for Macintosh	WTC/5651
SYSTAT for Windows	WTC/5651
Tektronix Phaser II PXe	BEC/1737
TREE	BEC/447
TypeStyler	WTC/5404
UltraPaint™	WTC/5618
Virtus Walkthrough	BEC/618
Wacom SD Series Digitizers	BEC/2064

Communication Software

PRODUCT	LOCATION
1st BBS	BEC/366
Alpha Page™	WTC/5866
America Online	BEC/529
BeagleWorks	BEC/1844
BureauMaster	BEC/419
BusinessConnect(sm) Service	BEC/1621
BusinessTalk® System 2000	BEC/1621
Carbon Copy for the Mac	WTC/5770
Claris Works	WTC/5434
Communicate!	BEC/419
Communication	BEC/1644
CompuServe Information Manager	BEC/1922
CompuServe Navigator	BEC/1922
DAL Server for UNIX	WTC/5214
DateBook 1.0.2	BEC/324
Desktop Communications	BEC/2033
DOS Client	WTC/5024
EtherPeek	BEC/1413
FlexFAX	BEC/630
FlexFAX PowerServer	BEC/630
FlexFAX Pro	BEC/630
FlexFAX Ultra	BEC/630
Hello	BEC/354
InForum	BEC/619
Instant Update	WTC/5133
Interapp	BEC/1644
IRIS Indigo	BEC/716
LocalPeek	BEC/1413
Mac-to-Mac	BEC/325
MacEmulate	WTC/5009
MacMainFrame 5.0	WTC/5024
MacMainFrame for DEC Pathworks	WTC/5024
MacMainFrame Graphics	WTC/5024
MicroPhone II 4.01	BEC/409
Microsoft Mail	WTC/5444
NetPatrol Pack	BEC/1413
NetWatchman	BEC/1413
NetWORKS	BEC/325

Notify! Microsoft Mail Gateway	BEC/301
Notify! Network	BEC/301
Notify! Personal	BEC/301
Notify! Quickmail Gateway	BEC/301
PacerConnect	WTC/5214
PacerForum	WTC/5214
PacerLink	WTC/5214
PacerShare	WTC/5214
PacerTerm	WTC/5214
PersonToPerson	BEC/500
QuickMail	BEC/1400
QUIK-COMM® Service	BEC/1621
SCSI Emulator	BEC/231
ShadowLAN	BEC/1701
Silver Cloud	BEC/1413
Skyline/E	BEC/1413
TN 3270	WTC/5024
TouchBASE 2.0	BEC/324
WIN3270 3.0	WTC/5024

Data Management

PRODUCT	LOCATION
1stACT!	BEC/1906
4th DIMENSION	WTC/5262
ACT! for DOS	BEC/1906
ACT! for Macintosh	BEC/1906
ACT! for the HP 96LX	BEC/1906
ACT! for Windows	BEC/1906
Address Book Plus 2.0	BEC/425
AEC Information Manager™	WTC/5558
Atlas Pro™ Version 2.0	WTC/5145
Bar Code Fonts	WTC/5645
Bar Code Printing Software	WTC/5645
BeagleWorks	BEC/1844
Claris Works	WTC/5434
CueTrack™	BEC/164
Database	BEC/1644
DataModeler	BEC/366
DataPalette	BEC/366
DateBook 1.0.2	BEC/324
Easy Alarms 2.0	BEC/643
Easy4D	WTC/5265
Extend	BEC/1530
Fast Forms 2.0	BEC/425
Fast Track Resource™	WTC/5558
Fast Track Schedule™	WTC/5558
FASTAT 2.0 for DOS	WTC/5651
FASTAT for Macintosh	WTC/5651
FILE FORCE	WTC/5262
FileMaker Pro 2.0	WTC/5434
GeoQuery	WTC/5219

PRODUCT LIST BY CATEGORY

BEC indicates *Bayside Exposition Center*

WTC indicates *World Trade Center*

Image Quest	WTC/5520
In Control	BEC/454
Infolog	WTC/5758
JMP® software V2.0	WTC/5138
MacProject Pro	WTC/5434
MapArt CD-ROM	BEC/2118
MapInfo for Macintosh	BEC/1106
MICRO PLANNER KeyPlan	BEC/209
MICRO PLANNER Manager	BEC/209
MICRO PLANNER X-Pert	BEC/209
QuikInfo Service	BEC/1621
Snow Report Writer (Atlantis)	BEC/2039
SpreadBase	BEC/2041
STATUS*Mac 3.0	WTC/5133
SYSTAT 5.0 for DOS	WTC/5651
SYSTAT 5.2 for Macintosh	WTC/5651
SYSTAT for Windows	WTC/5651
ThoughtPattern™ 2.0	BEC/414
TouchBASE 2.0	BEC/324

Desktop Publishing

PRODUCT	LOCATION
Accel-a-Writer 8000	WTC/5066
Accel-a-Writers I-IX	WTC/5066
Adobe Font Folio	WTC/5427
Adobe Illustrator	WTC/5427
Adobe Plus Pack	WTC/5427
Adobe Streamline	WTC/5427
Adobe Type Library	WTC/5427
Adobe Type On Call	WTC/5427
Adobe Type Sets	WTC/5427
Aldus Pagemaker	WTC/5204
Art & Type Vendor™ (CD-ROM)	BEC/1625
ArtRoom™ (CD-ROM)	BEC/1625
Backgrounds for Multimedia 2	BEC/1810
CD-Gallery	WTC/5812
CIS•ColorAccess Calibrated	
Color Separation System	BEC/130
Clipables	BEC/416
Color Central	BEC/419
ColorStudio	BEC/1537
DarkRoom™ (CD-ROM)	BEC/1625
Designer's Club	WTC/5520
DigiArt™ (24 vol.'s)	BEC/1625
Dimensions 1	BEC/1810
Dimensions 2	BEC/1810
Dimensions 3	BEC/1810
Donatelli Portfolios	BEC/1100
Electronic Clipper	WTC/5520
EPS Exchange	WTC/5334
Expanse NB4	BEC/1318
Expanse NB8	BEC/1318
Expressionist 3.0	BEC/315
Fast Forms 2.0	BEC/425

Fontographer	WTC/5334
FontPaks	BEC/1625
Freedom of Press Light	BEC/921
Freedom of Press Professional	BEC/921
Full Page Images Library	BEC/1810
Funny Business	BEC/100C
Global Perspectives	BEC/2118
GraphTec Graphic Des.	BEC/100C
Illustrated Handbook of Desktop Publishing and Typesetting	BEC/131
IRIS Indigo	BEC/716
LetterPress™ (CD-ROM)	BEC/1625
Lighting Effects	BEC/648
MAC Publishing & Presentations	BEC/2033
MacPalette II	WTC/5452
MapArt (EPS + PICT Format)	BEC/2118
Marble & Granite	BEC/1810
Metamorphosis Professional	WTC/5334
Metro Area Maps	BEC/2118
Multiple Master Type	WTC/5427
Natural Images 1	BEC/1810
Natural Images 2	BEC/1810
Nisus (Compact, 3.06-040, XS)	WTC/5220
PC Publishing & Presentations	BEC/2033
People in Bus./Leisure	BEC/100C
PosterWorks	WTC/5830
Potpourri 1	BEC/1810
PowerDraw™ Translator	WTC/5613
Precision Type Font Software	BEC/337
Print Central	BEC/419
Publish IT! Easy	BEC/1624
QuickTOPIX	BEC/422
SlickArt Pro	BEC/100C
Spelling Coach™ Professional	WTC/5618
Super Cartridge DS/500 Font Cartridge	BEC/449
Swimsuit CD	BEC/100C
Tektronix Phaser III PXI	BEC/1737
The BigThesaurus™	WTC/5618
The Writing Center	WTC/5204
Typeface Library	BEC/1625
TypeReader for Macintosh	BEC/1022
TypeStyler	WTC/5404
US States by County	BEC/2118
ViperDrive	BEC/1318
Virtuoso	WTC/5334
Volume 24 Science and Medicine	BEC/1625
Volume 25 Sports and Leisure	BEC/1625
World Travel v.1,2,3	BEC/100C

Educational

PRODUCT	LOCATION
African Wildlife	BEC/100C
Alge-Blaster Plus	BEC/1023

America Online	BEC/529
American Discovery™	BEC/1600
Animated Relativity	BEC/549
Arthur's Teacher Trouble	WTC/5404
Berlitz Think & Talk	BEC/428
Boston Computer Society	BEC/1618
CameraMan	BEC/1909
Chinese Writing Tutor	BEC/428
Choices, Choices: Taking Responsibility	BEC/151
Classic Travel Case	BEC/636
Creepy Crawlies	BEC/100C
CueTrack™	BEC/164
Data™ v2.0	WTC/5540
Decimal & Fraction Maze™	BEC/1600
Decimal & Fraction Maze™	
Spanish/English	BEC/1600
Decisions, Decisions: Environment	BEC/151
Decisions, Decisions: On The Campaign Trail	BEC/151
Decisions, Decisions: Prejudice	BEC/151
Decisions, Decisions: US History Pack	BEC/151
Dr. Brain	BEC/2108
Earth quest explores Ecology	BEC/1023
EARTHQUEST	BEC/1023
Earthquest	WTC/5204
EasyKana	BEC/428
Expert Astronomer	WTC/5344
Expressionist 3.0	BEC/315
Extend	BEC/1530
Footage 91	BEC/131
French Reading Lab	BEC/428
German Passive Voice	BEC/428
Headline Harry and the great Paper Race	BEC/1023
IBVA (Brainwave Visual Analyzer)	BEC/347
Illustrated Handbook of Desktop Publishing and Typesetting	BEC/131
inCider/A+	BEC/2111
Inner Body Works	BEC/151
Inspiration™ - The Thought Processor™	BEC/420
International Inspirer	BEC/151
JMP IN® software	WTC/5138
KanjiMaster	BEC/428
Katie's Farm	BEC/2035
Kid Art	BEC/2118
Kid Maps	BEC/2118
Kid Pix	WTC/5404
Kid Pix Companion	WTC/5204
Kid Pix Companion	WTC/5404
Kid Works 2	BEC/1023
KidsMath™ Color	BEC/1600
KidsTime®	BEC/1600

PRODUCT LIST BY CATEGORY

BEC indicates BaySide Exposition Center

WTC indicates World Trade Center

KidWorks by Davidson	WTC/5204
Language Systems FORTRAN	WTC/5544
Laser Labels: Round Buttons	BEC/421
LaserTechFonts	WTC/5220
LC 6000 Travel Case	BEC/636
Learn to Speak	BEC/428
Los Fabulosos Problemas de Fizz y Martina	BEC/151
Lost Tribe	BEC/2035
macBible	BEC/1631
MacGlobe	WTC/5204
MacPalette II	WTC/5452
MacTAG	WTC/5220
MacTimeliner/Timeliner	BEC/151
MapArt CD-ROM	BEC/2118
MapArt (EPS + PICT Format)	BEC/2118
Mapping the World by Heart	BEC/151
Math Blaster Mystery	BEC/1023
Math Blaster Mystery	WTC/5204
Mathematica	BEC/1710
McGee	BEC/2035
McGee at the Fun Fair	BEC/2035
Microsoft Works	WTC/5444
National Inspirer	BEC/151
New Math Blaster Plus	BEC/1023
Nigel's World	BEC/2035
Ninth New Collegiate Dictionary	BEC/131
Nisus (Compact, 3.06-040, XS)	WTC/5220
NoteBook 1000 Travel Case	BEC/636
NoteBook 3400Travel Case	BEC/636
Number Munchers	BEC/2114
NumberMaze®	BEC/1600
Object Logo	BEC/2102
OfficeMaster™	BEC/1938
Oregon Trail	BEC/2114
Pearl Controller	BEC/2102
PosterWorks	WTC/5830
PowerDraw	WTC/5613
Pronunciation Tutor	BEC/428
Reading Magic Library	BEC/151
ReadingMaze™	BEC/1600
Russian Noun Tutor	BEC/428
Russian Verbal Aspect	BEC/428
Spell It Plus	BEC/1023
Spelling Coach™ Professional	WTC/5618
STELLA II	WTC/5221
Storybook Weaver	BEC/2114
SuperMunchers	BEC/2114
Swamp Gas/USA	BEC/300
Tense Tutor	BEC/428
The BigThesaurus™	WTC/5618
The Electronic Dictionary of Musical Themes	BEC/549
The Great Solar System Rescue	BEC/151
The Secret Island of Dr. Quandary	BEC/2114

The Treehouse	WTC/5404
The Wonderful Problems of Fizz and Martina	BEC/151
Theorist 1.11	BEC/315
ThoughtPattern™ 2.0	BEC/414
Time Treks	BEC/1023
TREE	BEC/447
US States by County	BEC/2118
USA GeoGraph	BEC/2114
VideoToolkit™	BEC/164
Virtus Walkthrough	BEC/618
Word Munchers	BEC/2114
Word Torture	BEC/428
Your Personal Trainer for the SAT	BEC/1023

Engineering

PRODUCT	LOCATION
AEC Information Manager™	WTC/5558
BEAM mac	WTC/5522
BEAM mac2	WTC/5522
Canvas™ 3	WTC/5618
Data™ v2.0	WTC/5540
DesignCAD 2D/3D	BEC/542
Electronic Map Cabinet	BEC/131
Expanse NB4	BEC/1318
Expanse NB8	BEC/1318
Expressionist 3.0	BEC/315
Extend	BEC/1530
FastTrack Resource™	WTC/5558
FastTrack Schedule™	WTC/5558
FORTAN Tools for AppMaker	WTC/5544
FRAME mac	WTC/5522
Gabor Spectrogram	WTC/5261
Inspiration™ - The Thought Processor™	BEC/420
IRIS Indigo	BEC/716
ithink	WTC/5221
JMP Design™ software	WTC/5138
JMP® software V2.0	WTC/5138
LabVIEW 2.2	WTC/5261
LANDesign	WTC/5522
LANDview	WTC/5522
Language Systems FORTRAN	WTC/5544
LaserTechFonts	WTC/5220
MacDSPAPL	BEC/648
MacDSPSA	BEC/648
MacPlot Pen Plotter Professional	WTC/5452
MacPlot Raster HP-GL/2™	WTC/5452
MacShapes	WTC/5522
Mathematica	BEC/1710
McCAD Classic Spice	BEC/604
McCAD EDS-1	BEC/604
McCAD EDS-2	BEC/604
McCAD Gerber	BEC/604

McCAD Gerber View	BEC/604
McCAD Mac Cupl	BEC/604
McCAD PCB-1	BEC/604
McCAD PCB-ST	BEC/604
McCAD Schematics	BEC/604
McCAD Schematics-DS	BEC/604
McCAD Tracker	BEC/604
McCAD Trail Blazer	BEC/604
MICRO PLANNER KeyPlan	BEC/209
MICRO PLANNER Manager	BEC/209
MICRO PLANNER X-Pert	BEC/209
Microsoft Project	WTC/5444
NI-DAQ	WTC/5261
NI-DSP	WTC/5261
PosterWorks	WTC/5830
PowerDraw	WTC/5613
PowerDraw™ Translator	WTC/5613
QUED/M	WTC/5220
SimpleSpan	WTC/5522
SurfaceView	WTC/5261
Theorist 1.11	BEC/315
WAVEGEN	BEC/648

Entertainment

PRODUCT	LOCATION
101 Best Mac Programs	WTC/5204
3 in Three	BEC/300
Adult Palette	BEC/1100
America Online	BEC/529
Audio Notes - 4 Titles	BEC/1008
BodyCello Sampler Set	BEC/1100
Boris Vallejo CD	BEC/1100
Costume/Special Effects	BEC/1100
Creation Stories	BEC/1008
Darwin's Dilemma	BEC/300
Desert Storm	BEC/1008
Exotica ROM 3.0	BEC/100C
Exotica ROM 3.0	BEC/1100
F/A-18 Hornet	BEC/917
Funny	BEC/1008
Heavenly Bodies v.1,2	BEC/1100
Hellcats Mission Disk 1	BEC/917
Hellcats Over the Pacific	BEC/917
How Computers Work	BEC/1008
How Music Works	BEC/1008
Hoyles	BEC/2108
IBVA (Brainwave Visual Analyzer)	BEC/347
Islands Girls	BEC/1100
Katie's Farm	BEC/2035
Kings Ques5	BEC/2108
La Femme Venus	BEC/1100

PRODUCT LIST BY CATEGORY

BEC indicates BaySide Exposition Center

WTC indicates World Trade Center

Life Map - 3 Titles	BEC/1008
Lost Tribe	BEC/2035
McGee	BEC/2035
McGee at the Fun Fair	BEC/2035
Microsoft Flight Simulator	WTC/5444
MORPH™	BEC/628
Murmurs of Earth	BEC/1008
Mutant Beach	BEC/300
Nigel's World	BEC/2035
PAX IMPERIA™	BEC/2128
Portable Symphony - 10 Titles	BEC/1008
QuickTOPIX	BEC/422
Red Baron	BEC/2108
Seven Days in August	BEC/1008
Space Quest4	BEC/2108
Sports Illustrated CD-ROM Sports Almanac	BEC/1008
Sports Illustrated Gold Rush	BEC/1008
Startup Screens Set	BEC/1100
Swamp Gas/USA	BEC/300
Tesserae	BEC/300
The Bible	BEC/1008
The Treehouse	WTC/5404
The Vampire's Coffin	BEC/531
The Vasta Collection	BEC/1100
View From Earth	BEC/1008
Virtual Valerie	BEC/1100
Word Tales	BEC/1008

Legal

PRODUCT	LOCATION
AEC Information Manager™	WTC/5558
CueTrack™	BEC/164
Data™ v2.0	WTC/5540
FastTrack Resource™	WTC/5558
FastTrack Schedule™	WTC/5558
LANDcalc	WTC/5522
LapTrack	WTC/5568
OfficeMaster™	BEC/1938
PosterWorks	WTC/5830
ThoughtPattern™ 2.0	BEC/414
Timeslips III	WTC/5568

Medical

PRODUCT	LOCATION
AEC Information Manager™	WTC/5558
CueTrack™	BEC/164
Data™ v2.0	WTC/5540
FastTrack Resource™	WTC/5558
FastTrack Schedule™	WTC/5558
IBVA (Brainwave Visual Analyzer)	BEC/347
IRIS Indigo	BEC/716
JMP® software V2.0	WTC/5138

Medical Electronic Desktop	BEC/319
OfficeMaster™	BEC/1938
PosterWorks	WTC/5830
STELLA II	WTC/5221

Multimedia/Video

PRODUCT	LOCATION
Adobe Premiere	WTC/5427
BackBurner	BEC/330
Backgrounds for Multimedia 1	BEC/1810
CameraMan	BEC/1909
Canvas™ 3	WTC/5618
CD-ROM Mixed Mode Mfg.	BEC/444
ClipTime v.1,2	BEC/100C
ComputerEyes Video Digitizer	BEC/1736
CueTrack™	BEC/164
DataModeler	BEC/366
DataPalette	BEC/366
DeskTape	BEC/2137
Digital Video Library	BEC/100C
Expanse NB4	BEC/1318
Expanse NB8	BEC/1318
Footage 91	BEC/131
Freedom of Press Professional	BEC/921
House of Dreams	BEC/1100
Infini-D	BEC/330
Inspiration™ - The Thought Processor™	BEC/420
IRIS Indigo	BEC/716
ithink	WTC/5221
MacDSPQT	BEC/648
MacSpeaker	WTC/5162
Marble & Granite	BEC/1810
MORPH™	BEC/628
Multimedia	BEC/1644
MultiMedia Handisc	WTC/5826
Night Trips	BEC/1100
OZ	WTC/5858
Passport Producer	BEC/654
PC-VCR	WTC/5812
Persona Micro	WTC/5162
Persona One/Persona PC	WTC/5162
PictureIt 5.0	BEC/2067
PosterWorks	WTC/5830
QuickImage 24	WTC/5644
QuickTOPIX	BEC/422
Screen Machine	BEC/1638
Secrets	BEC/1100
Soft F/X	BEC/523
STELLA II	WTC/5221
SuperMICRON	WTC/5858
Video F/X Plus	BEC/523
Video Machine	BEC/1638
VideoToolkit™	BEC/164

ViperDrive	BEC/1318
Virtus Walkthrough	BEC/618
WraptureReels	BEC/100C
Zorro!	WTC/5644

Personal Business/Home

PRODUCT	LOCATION
1stACT!	BEC/1906
Accel-a-Writer 8000	WTC/5066
Accel-a-Writers I-IX	WTC/5066
ACT! for DOS	BEC/1906
ACT! for Macintosh	BEC/1906
ACT! for the HP 96LX	BEC/1906
ACT! for Windows	BEC/1906
Address Book Plus 2.0	BEC/425
America Online	BEC/529
Calendar Creator	BEC/425
Canvas™ 3	WTC/5618
Classic Travel Case	BEC/636
Colleague	BEC/457
CueTrack™	BEC/164
Danny Goodman's Connections™	WTC/5556
DateBook 1.0.2	BEC/324
EAASY SABRE	BEC/529
Easy Alarms 2.0	BEC/643
ECO Label System	BEC/421
Electronic Map Cabinet	BEC/131
Expert Home Design	WTC/5344
Expert Home Landscape	WTC/5344
Expert Office Design	WTC/5344
Freedom of Press Light	BEC/921
GeoQuery for ACT!	WTC/5219
IBVA (Brainwave Visual Analyzer)	BEC/347
In Control	BEC/454
Inspiration™ - The Thought Processor™	BEC/420
JMP® software V2.0	WTC/5138
Kid Pix	WTC/5404
Kid Pix Companion	WTC/5404
Laser Labels: Bumper Stickers	BEC/421
Laser Labels: Business Cards	BEC/421
Laser Labels: Round Buttons	BEC/421
Laser Labels: VCR, Audio Cassette	BEC/421
Letter Writer Plus	BEC/425
MacSpeaker	WTC/5162
Market Analyzer PLUS 2.0	BEC/1417
Market Manager PLUS 2.0	BEC/1417
Microsoft Works	WTC/5444
Ninth New Collegiate Dictionary	BEC/131
Nisus (Compact,3.06-040,XS)	WTC/5220
Nolo's Living Trust	BEC/1619
Nolo's Personal RecordKeeper	BEC/1619
NoteBook 1000 Travel Case	BEC/636

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

NoteBook 3400Travel Case	BEC/636
OfficeMaster™	BEC/1938
Persona One/Persona PC	WTC/5162
Spelling Coach™ Professional	WTC/5618
StickyBusiness	BEC/421
StickyBusiness Plus	BEC/421
The BigThesaurus™	WTC/5618
ThoughtPattern™ 2.0	BEC/414
TouchBASE 2.0	BEC/324
TypeStyler	WTC/5404
UltraPaint™	WTC/5618
WealthBuilder by Money Magazine	BEC/2120
WillMaker	BEC/1619

Public Domain/User Groups

PRODUCT	LOCATION
America Online	BEC/529
Arcade Games v.2	BEC/100B
Best of Education v.1	BEC/100B
BMUG Membership	BEC/318
Clip Art Extravaganza	BEC/100B
ClipArt 2.0	BEC/100C
ClipArt Stack	BEC/100B
Color Arcade Games v.1	BEC/100B
Color GamesSet	BEC/100B
Color Startup Screens	BEC/100B
CompuServe Information Service	BEC/1922
EAASY SABRE	BEC/529
Early Education v.2	BEC/100B
EDUCORP CD-ROM 7.0	BEC/100C
ResEdit/CICN Editor	BEC/100B
Software	BEC/318
SoundMaster 1.7.2	BEC/100B
Sys. 7 Tools & Utilities	BEC/100B
System 7 Beep Sounds v.1	BEC/100B
System 7 Utilities v.1	BEC/100B
T-shirts	BEC/318
True Type Fonts Set	BEC/100B
Virus Stompers	BEC/100B

Security

PRODUCT	LOCATION
Apple Security System	WTC/5328
Citadel with Shredder	WTC/5770
FolderBolt	WTC/5633
MacSafe II	WTC/5633
NightWatch II	WTC/5633
PassProof®	WTC/5328
QuickLock	WTC/5633
Sentinel™	WTC/5765
Stuffit Deluxe™	WTC/5146

Software Authoring

PRODUCT	LOCATION
4D COMPILER	WTC/5262
4D MOVER	WTC/5262
4D X-REF	WTC/5262
HyperCard	WTC/5434
Object Logo	BEC/2102
OBJECT MASTER	WTC/5262
Serius Developer V 3.0	BEC/1644
Serius Programmer V 3.0	BEC/1644
Snow Report Writer (Atlantis)	BEC/2039
VideoToolkit™	BEC/164
XCMD	BEC/1644

Spreadsheets

PRODUCT	LOCATION
4D CALC	WTC/5262
BeagleWorks	BEC/1844
Claris Works	WTC/5434
Heizer Tax Series	WTC/5556
Microsoft Excel 4.0	WTC/5444
Payroll Partner™	WTC/5556
Resolve	WTC/5434
Small Business Accounting System	WTC/5556
Snow Report Writer (Atlantis)	BEC/2039
SpreadBase	BEC/2041

Utilities

PRODUCT	LOCATION
1st Port	BEC/366
4D Labeltools™	WTC/5866
4D Labeltools II™	WTC/5866
911 Utilities	WTC/5770
AccessPC	WTC/5151
Adobe Type Align	WTC/5427
Adobe Type Manager	WTC/5427
Adobe Type Reunion	WTC/5427
After Dark	BEC/400
Alarming Events	BEC/1400
Amazing Paint	BEC/1400
American Heritage Dictionary	BEC/230
BureauMaster	BEC/419
CalendarMaker	BEC/1400
CD-ROM Mixed Mode Mfg.	BEC/444
Citadel with Shredder	WTC/5770
Color Central	BEC/419
CompileIt™ 2.1	WTC/5556
Complete Undelete	WTC/5770
Correct Grammer	BEC/230
Correct Letters	BEC/230
Correct Quotes	BEC/230
Correct Writing	BEC/230

CPU	WTC/5758
DiskFit Pro	WTC/5168
DiskMaker	BEC/1212
DiskSpace	BEC/1212
DiskTop	BEC/1400
Easy Alarms 2.0	BEC/643
EtherPeek	BEC/1413
Evolution™ 2.0	BEC/1625
ExpressMirror	BEC/1900
Hand-Off II	WTC/5758
Help!™	BEC/321
In/Out	BEC/1400
Kern Edit Program	BEC/705
Labeltools for Hypercard™	WTC/5866
Laser Labels: Disk (colored)	BEC/421
Laser Labels: SyQuest Disks	BEC/421
LocalPeek	BEC/1413
MacEmulate	WTC/5009
MacForth Plus	WTC/5542
MacLinkPlus/PC	WTC/5320
MacLinkPlus/Translators	WTC/5320
MacLinkPlus/Wang OIS	WTC/5320
MacLinkPlus/Wang VS	WTC/5320
MacPalette II	WTC/5452
MacPalette II AppleTalk Version	WTC/5452
MacPlot DMA Electrostatic	WTC/5452
MacPlot Electrostatic	WTC/5452
MacPlot Pen Plotter Professional	WTC/5452
MacPlot Pen Plotter Standard	WTC/5452
MacPlot Raster HP-GL/2™	WTC/5452
MacQwerty	WTC/5220
MacSWELL	WTC/5245
MacTools®	BEC/415
MasterScript™	WTC/5556
Maxima	WTC/5758
Microcom Value Pak (MVP)	WTC/5770
MockPackage	BEC/1400
More After Dark	BEC/400
myDiskLabeler III	BEC/421
NetPatrol Pack	BEC/1413
NetWatchman	BEC/1413
On Location 2.0	WTC/5133
Optima	WTC/5758
Peace of Mind™	BEC/455
Print Central	BEC/419
Professional Color Toolkit	BEC/2054
QuickKeys	BEC/1400
Remote 10-Pack	WTC/5168
Remote 50-Pack	WTC/5168
Retrospect	WTC/5168
Retrospect Remote	WTC/5168
RunningBack Tape Backup Software	WTC/5157
Shortcut™	WTC/5146
Silver Cloud	BEC/1413

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Silverlining Software	BEC/1306
Skyline/E	BEC/1413
SnapBack	BEC/1212
SNOOPER	BEC/536
Snow Report Writer (Atlantis)	BEC/2039
SoftPolish	WTC/5544
Square One	BEC/457
Star Trek® Screen Saver	BEC/400
Stuffit Deluxe™	WTC/5146
Stuffit Lite™	WTC/5146
Stuffit SpaceSaver™	WTC/5146
TechWorks Net Utilities	BEC/1523
Tiles	BEC/1400
TransPort Mac-Dos filesharing software	WTC/5157
TransPort ProDOS Filesharing Software for the Apple IIE Card in Mac LC/LCII Computers	WTC/5157
Twintl	BEC/1212
Type Chart Program	BEC/705
TypeReader for Macintosh	BEC/1022
Virex	WTC/5770
Virtual	WTC/5758
WindowScript™	WTC/5556

Word Processing

PRODUCT	LOCATION
BeagleWorks	BEC/1844
Claris Works	WTC/5434
Expert Writer	WTC/5344
Expressionist 3.0	BEC/315
Grammatik 5 for the Macintosh	BEC/543
Inspiration™ - The Thought Processor™	BEC/420
Letter Writer Plus	BEC/425
MacWrite II	WTC/5434
MathType 3.0	WTC/5514
Microsoft Word 5.0	WTC/5444
Nisus (Compact, 3.06-040, XS)	WTC/5220
Random House Webster's Electronic Dictionary and Thesaurus	BEC/543
Snow Report Writer (Atlantis)	BEC/2039
TypeReader for Macintosh	BEC/1022

HARDWARE

Accelerators/Upgrade Boards

PRODUCT	LOCATION
512 Ke Upgrades	BEC/1110
Accel-a-Writers I-IX	WTC/5066
Accelerator Classic Version 16mhz	BEC/1806
Accelerator Plus Version 16mhz	BEC/1806
Accelerator SE Version 16mhz	BEC/1806

Andor Ex	BEC/341
Apex	BEC/1318
Classic II Co-Processor-20MHz	BEC/515
Combo Cache IIsi	WTC/5128
Dash 40	BEC/1524
Equalizer LC	WTC/5128
ETC DATApres	BEC/1641
FastCache IIsi/IIsi	WTC/5128
FPU Cards/Classic-LC-LC II	WTC/5245
fx/Overdrive-II	WTC/5245
Hurricane	BEC/1524
IIsi, IIsi cache cards	BEC/1110
Image Magic	WTC/5245
Impulse Performance/040-25MHz	WTC/5862
Impulse Performance/040-33MHz	WTC/5862
Impulse Performance/040-40MHz	WTC/5862
LC Co-Processor-20MHz	BEC/515
Mac IIsi Cache Card	BEC/1523
Mac IIsi Cache Card	BEC/1523
MacDSP II	BEC/648
MacDSP1MNI	BEC/648
MacDSP256KN	BEC/648
MacDSP3210	BEC/648
MacDSP64KNI	BEC/648
MacDSPMB/A	BEC/648
Macintosh FPU's	BEC/1835
MacRageous	BEC/446
MacRescue™	BEC/348
NB-DSP2305	WTC/5261
NewLife 1	BEC/1806
NewLife 2	BEC/1806
NewLife 25 Plus	BEC/1806
NewLife 25SE	BEC/1806
NuBus90 Board	BEC/1739
NuSprint	BEC/446
Plus/SE/LC/Classic Accelerator	BEC/1110
PowerMath LC	WTC/5128
Pre-Owned Electronics, Inc.	BEC/1312
Quadra PDS Board	BEC/1739
Quadra/Overdrive	WTC/5245
QuickSCSI	WTC/5504
QuickSilver	BEC/1701
RasterOps 24 LTV	BEC/1506
RasterOps 24 STV	BEC/1506
RasterOps 24MxTV	BEC/1506
RasterOps PaintBoard Li	BEC/1506
RasterOps ProColor 32	BEC/1506
RasterOps VideoTime	BEC/1506
SiliconExpress II	BEC/1900
StormCard Accelerator	BEC/2053
TokaCache 040	WTC/5524
TokaMac CI 25	WTC/5524
TokaMac CS 33	WTC/5524
TokaMac ELC 25	WTC/5524
TokaMac II FX 33	WTC/5524

TokaMac LC 25	WTC/5524
TokaMac SX 25	WTC/5524
TransWarp 040	BEC/1701
TransWarp CI-50	BEC/1701
TransWarp Classic	BEC/1701
TransWarp LC	BEC/1701
TransWarp SE	BEC/1701
Universal PowerCache	WTC/5128
Variable/Overdrive	WTC/5245

Color Output

PRODUCT	LOCATION
BookView™ Imperial	BEC/348
CI-5000 Color Film Recorder	BEC/526
CI-700 Photo Printer	BEC/526
ColorTone	WTC/5234
Fiery Lite	BEC/1920
Fiery PostScript Controller	BEC/1920
HP PaintJet XL300 Color Printer	WTC/5604
Laser Printer Memory	BEC/1110
MacPlot DMA Electrostatic	WTC/5452
Phaser II Pxe	BEC/1531
Phaser II PXi	BEC/1531
Phaser II SD	BEC/1531
Phaser III PXi	BEC/1531
PosterWorks	WTC/5830
Relax 24 Bit Color Scanner	BEC/620
SlideScript	BEC/608
Spectra*Star Color Printer	BEC/2067
TruePrint SP2000	BEC/1946
Video +™	BEC/1835

Communication Hardware

PRODUCT	LOCATION
AFX MAC PACK	BEC/430
AMX MAC PACK	BEC/430
COMstation Four	WTC/5551
COMstation One	WTC/5551
COMstation Three	WTC/5551
COMstation Two	WTC/5551
DataLink II Express	BEC/1701
DataLink II LC	BEC/1701
EtherLAN II 3-in-one	BEC/160
EtherLAN II, IIT	BEC/160
EtherLAN IIsi pass-thru	BEC/160
EtherLAN LC, LCT	BEC/160
EtherLAN SC External	BEC/160
EtherLAN SC-T External	BEC/160
EtherLAN SE/30, IIsi	BEC/160
EtherLAN SE/30 pass-thru	BEC/160
Fax Line Manager	WTC/5546
FAX Modem V.32	BEC/508

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

FlexFAX	BEC/630
FlexFAX PowerServer	BEC/630
FlexFAX Pro	BEC/630
FlexFAX Ultra	BEC/630
FX9624 MAC PACK	BEC/430
FXV MAC PACK	BEC/430
Home Office	WTC/5546
Hurdler II Serial Boards	WTC/5542
Impala 24/96	BEC/532
IRIS Indigo	BEC/716
LocalTalk & Ethernet Accessories	BEC/160
MASSfm 24/96 Fax Modem	WTC/5644
NuCOM Edge	WTC/5551
NuCOM Force	WTC/5551
Pearl Controller	BEC/2102
PhoneTalker II	BEC/818
PhoneTalker II/M	BEC/818
PhoneTalker II/S	BEC/818
PhoneTalker III Business 4/8	BEC/818
PhoneTalker III Personal	BEC/818
PKT (POCKET MODEM) MAC PACK	BEC/430
Pocket Port Fax	BEC/231
PowerBook Fax Modems	BEC/1110
PowerBook™ FaxModem	BEC/1835
PowerKey Remote	WTC/5724
PowerModem	WTC/5551
PowerModem 10/42	WTC/5551
PowerModem V.32bis	WTC/5551
PowerPort Family	WTC/5804
Relax FAX Modems	BEC/620
SRM-3 MAC	BEC/547
SupraFAXModem Plus	BEC/437
SupraFAXModem V.32bis	BEC/437
TelePort Family	WTC/5804
TurboBridge	BEC/160
TurboNet ST	BEC/160
TurboStar	BEC/160
VFXV.32 MAC PACK	BEC/430
VFXV.32bis MAC PACK	BEC/430
VXV.32 MAC PACK	BEC/430
VXV.32bis MAC PACK	BEC/430

Display

PRODUCT	LOCATION
256K VRAM-QUADRA	BEC/515
512K VRAM-LC	BEC/515
ARC Advanced Remote Control	BEC/2067
BookView™	BEC/348
BookView™ Imperial	BEC/348
CN-20A Color Monitor	BEC/149
Color LC Monitor	BEC/515
ColorLink DC/T	WTC/5565
ColorLink EX/T	WTC/5565
ColorLink SX/T	WTC/5565

ColorPage E16	WTC/5565
ColorPage T16 11	WTC/5565
ColorServer 16-bit Display Boards	BEC/520
ColorServer 24-bit Display Boards	BEC/520
ColorServer 8-bit Display Boards	BEC/520
CT-17A Trinitron Color Monitor	BEC/149
CT-20A Trinitron Color Monitor	BEC/149
Diamond Pro 14	BEC/2130
Diamond Pro 17	BEC/2130
Diamond Pro 20	BEC/2130
Diamond Pro 37	BEC/2130
Diamond Scan 16	BEC/2130
Diamond Scan 20M	BEC/2130
Diamond Scan 33	BEC/2130
Diamond Scan 37	BEC/2130
DisplayServer 1-bit Display Boards	BEC/520
DoubleColor LC	WTC/5565
DoubleColor LX	WTC/5565
DoubleColor SX	WTC/5565
E-Machines T19 11	WTC/5565
Futura LX	WTC/5565
Futura MX	WTC/5565
Futura SX	WTC/5565
IN2020	BEC/2131
IN2076	BEC/2131
IN2081	BEC/2131
IN3055	BEC/2131
IN3574	BEC/2131
JVC 8121 Monitor	BEC/1946
Lapis Dual Page Display	BEC/520
Lapis Dual Page Gray Scale Display	BEC/520
Lapis Full Page Display	BEC/520
Lapis Full Page Gray Scale Display	BEC/520
Lapis Full Page Gray SCSI Display	BEC/520
Luminator	BEC/560
MediaPro™	BEC/560
Mirror 14-inch Color Display	BEC/1300
Mirror 15-inch Color Display	BEC/1300
Mirror 16-inch Color Display	BEC/1300
Mirror 16-inch Trinitron Display	BEC/1300
Mirror 19-inch Two-page Display	BEC/1300
Multiscan Monitors	BEC/1000
MultiSync EG Monitors	WTC/5812
Notebook Display Adaptors	BEC/461
nSight™	BEC/560
Outrigger Intelligent Monitor	BEC/231
PowerBase™ SCSI Display Adaptors	BEC/520
PowerBook External Video	BEC/1110
Pre-Owned Electronics, Inc.	BEC/1312
ProView Color Display	BEC/1300
RasterOps 20" MultiSync Color	
Trinitron Mtr	BEC/1506
RasterOps 21" ClearVue/SD21	BEC/1506
RasterOps 21" Color Monitor	BEC/1506
RasterOps 21" MultiSync Calibrated	
Monitor	BEC/1506

Relax Trinitron Package	BEC/620
Sweet 16 Color Monitor	BEC/1506
Video +™	BEC/1835
Video Adapter	BEC/560
Video Mac Pac™	BEC/348
Video Simms	BEC/1835
ViewFrame® II+2	BEC/560
ViewFrame® Spectra	BEC/560
ViewFrame® SpectraMini	BEC/560
ViewFrame® SpectraPlus	BEC/560

Expansion

PRODUCT	LOCATION
DualPort Ilsi	WTC/5128
Expanse NB4	BEC/1318
Expanse NB8	BEC/1318
Hurdler II Proto Board	WTC/5542
Ilsi slot adapters	BEC/1110
Ilsi/Ilici cache cards	BEC/1110
LC Power	BEC/1701
LT200	WTC/5128
MacRescue™	BEC/348
Pre-Owned Electronics, Inc.	BEC/1312
QuadraLink	BEC/1701
QuadraLink Plus	BEC/1701
RAM PowerCard	WTC/5128
SCSI PowerCard	WTC/5128
SCSI/Serial Adapter	WTC/5542
SoftStep®	BEC/348
TowerFeed 444	BEC/262
TwoStep™	BEC/348
VME-NB2040	WTC/5261
VXI-NB2040	WTC/5261

Hard Disks/Storage

PRODUCT	LOCATION
44MB/88MB Removable Cart.	BEC/515
Bernoulli Transportable 90 PRO	BEC/1500
CD Porta-Drive	WTC/5826
CD-ROM Mixed Mode Mfg.	BEC/444
CDA-431	BEC/2062
CDC-431	BEC/2062
Cirrus Drives 50MB-400MB	BEC/1306
Cirrus Micro Optical Drive 128MB	BEC/1306
Compact Cases	BEC/515
Concorde 1050	BEC/2137
Concorde 1350	BEC/2137
Concorde 2100	BEC/2137
Concorde 3000	BEC/2137
Concorde 600MO	BEC/2137
DAT Drives 1.3MB-2.0GB	BEC/1306
DAT-DISK Tape Drive	BEC/1946

PRODUCT LIST BY CATEGORY

BEC indicates BaySide Exposition Center

WTC indicates World Trade Center

Data Canon PDS for Quadra	BEC/1730
DataPak 45	WTC/5644
DataPak 88	WTC/5644
DataPak MO/128	WTC/5644
DataPak MO/650	WTC/5644
Diamond Drive	WTC/5644
Diamond Drive Portable	WTC/5644
DiskTwin	BEC/1212
Dual 90 PRO	BEC/1500
Erasable Optical 1GB	BEC/1730
Erasable Optical 650MB	BEC/1730
ETC DataDrives (internal/external)	BEC/1641
ETC DataDrives (optical)	BEC/1641
ETC DataDrives (removables)	BEC/1641
ETC DataPort	BEC/1641
ETC DATApress	BEC/1641
External SCSI Drives	BEC/515
Floptipak	WTC/5644
FOCUS Fixed Drives	BEC/160
FOCUS Optical Drives	BEC/160
FOCUS Removable Drives	BEC/160
HitchHiker	WTC/5644
HP DAT Macintosh Backup Solution	WTC/5604
Infinity 40/88	WTC/5504
Infinity Floptical 21MB	WTC/5504
Infinity MaxOptical 1GB	WTC/5504
Infinity Optical 3.5"	WTC/5504
Internal Drives 50MB-1.6GB	BEC/1306
Internal SCSI Drives	BEC/515
Loviêl R1 RAID Tower	BEC/1739
Loviêl R1/9 Internal RAID	BEC/1739
Macinsider 90 PRO	BEC/1500
Macinstor 2Fast 1.3GB	BEC/1730
Macinstor 2Fast 1GB	BEC/1730
Macinstor 2Fast 2GB	BEC/1730
Macinstor Speed Array	BEC/1730
Magneto Optical Drive 600MB	BEC/1306
MicroNet DAT Backup Systems	WTC/5139
MicroNet DataShuttle Drives	WTC/5139
MicroNet External Hard Disk Drives	WTC/5139
MicroNet Internal Hard Disk Drives	WTC/5139
MicroNet Raven-030 Disk Arrays	WTC/5139
MicroNet Raven-040 Disk Arrays	WTC/5139
MicroNet Rewritable Optical	WTC/5139
MicroNet SyQuest Removables	WTC/5139
MicroNet Tape Backup Systems	WTC/5139
Microtech CD600 CD-ROM Drive	WTC/5157
Microtech Eclipse Series for the NeXT computer	WTC/5157
Microtech Genesis Optical Drive Series	WTC/5157
Microtech Nova Internal & External Hard Drives	WTC/5157
Microtech Nova XL Internal & External Hard Drives	WTC/5157

Microtech R50 Removable Drive	WTC/5157
Microtech Roadrunner Internal & External 2.5" Drive Series	WTC/5157
Microtech Tape Back-Up systems	WTC/5157
MiniArray	WTC/5504
MiniPak 1000	BEC/2137
MiniPak 128MO	BEC/2137
MiniPak 1400	BEC/2137
MiniPak 2000DAT	BEC/2137
MiniPak 500	BEC/2137
MiniPak 600T	BEC/2137
MiniPak 8000DAT	BEC/2137
Mirror 128 MB Optical Drive	BEC/1300
Mirror CD-ROM Drive	BEC/1300
Mirror Hard Drives	BEC/1300
Mirror Pocket Hard Drive	BEC/1300
Mirror Portable Hard Drive	BEC/1300
Mirror SyQuest Drive	BEC/1300
MO128	BEC/2062
Personal RomMaker	BEC/1946
PL CD ROM	WTC/5504
PL DAT Drive	WTC/5504
PocketDrives 40MB and 80MB	BEC/1306
PocketDrives 60MB and 120MB	BEC/1306
PowerBook Hard Drives	BEC/1110
Pre-Owned Electronics, Inc.	BEC/1312
Q-Drive Line	BEC/1306
QuickTOPIX	BEC/422
Relax 1.9 Gig Vista	BEC/620
Relax 105 Meg Pocket Portable	BEC/620
Relax 2 Gig DAT	BEC/620
Relax 3 1/2" Optical Portable	BEC/620
Relax CD ROM Vista	BEC/620
Relax Mobile 88 Vista	BEC/620
Relax/Pioneer 6 Disk Changer	BEC/620
Removable 44MB Hard Drives	BEC/515
Removable 88MB Hard Drives	BEC/515
Removable Cartridge Drives 44MB	BEC/1306
Removable Express Drive	
50MG-240MG	BEC/1306
Rewritable Optical Drives	BEC/1000
SCSI Dart	WTC/5245
SCSI-II Dart	WTC/5245
SiliconDisk Plus	BEC/1900
SiliconDisk PRO	BEC/1900
Syquest removable media	BEC/1110
Tape 2000	BEC/1730
Tape 4000	BEC/1730
Tape 5000	BEC/1730
Tape Drives 160MB-600MB	BEC/1306
Tsunami Drives 50MB-400MB	BEC/1306
Turbo Drives	WTC/5504
UltraDrive Hard Disks	WTC/5234
ViperDrive	BEC/1318
ZFP and ZFP+ Drives 50MB-1.6GB	BEC/1306

Input Devices

PRODUCT	LOCATION
2035 Film Scanner	WTC/5012
3.5" Drive	BEC/1701
6CXS	BEC/343
AGFA ARCUS Scanner	BEC/1737
Arcus Scanner	BEC/705
CD ROM 3.1	BEC/705
CIS•3515 Professional Slide Scanning System	BEC/130
CIS•4520RS Transparency & Color Separation System	BEC/130
ComputerEyes Video Digitizer	BEC/1736
CS-500 Photo Scanner	BEC/526
Curtis MVP Mouse	BEC/600
DS-3000 B&W	BEC/2062
DS-3000 Color	BEC/2062
DXS	BEC/343
ETC Extended Keyboard	BEC/1641
Horizon Scanner	BEC/705
HP ScanJet IIc Scanner	WTC/5604
HP ScanJet IIp Scanner	WTC/5604
IBVA (Brainwave Visual Analyzer)	BEC/347
Intersect CD Rom 37	WTC/5812
Intersect CD Rom 74	WTC/5812
Intersect CD Rom 84	WTC/5812
Kensington KeyPad	WTC/5328
KODAK Professional DCS 200	
Digital Camera	WTC/5012
LM-300 Hand Held Laser Scanner	WTC/5645
LM-300-02 Bar Code Reader	WTC/5645
MicroScan 1	BEC/343
Mirror 600 Color Scanner	BEC/1300
PC 5800 Magnetic Stripe Encoder/Verifier	WTC/5645
Plus Drive	BEC/1701
Plusware ADB Joystick	BEC/256
Plusware Game Controller	BEC/256
Plusware Mini Trackball	BEC/256
Plusware Mouse	BEC/256
Plusware Numeric PowerKeyboard	BEC/256
PosterWorks	WTC/5830
Puzzle™ Pad	BEC/926
Rayven	BEC/343
ScanMaker 45t	WTC/5767
ScanMaker II	WTC/5767
ScanMaker IIXE	WTC/5767
SCXI	WTC/5261
Silverscanner 1200dpi, 24bit color, 256 grey	BEC/1306
The BAT	BEC/155
The Gravis MouseStick	WTC/5653
TruScan 3D Color Scanner	WTC/5761
TruScan 3D Grayscale Scanner	WTC/5761

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

TruScan X-Ray Film Digitizer	WTC/5761
TurboMouse® 4.0	WTC/5328
UC12008	BEC/810
UC630	BEC/810
US-3000-02 Combination Unit Bar Code/Mag Stripe Input Device	WTC/5645
US-500-02 Magnetic Stripe Reader	WTC/5645
Video Capture Box	BEC/159
Video Capture Box	BEC/159
Wacom PL 100-V	BEC/2064
Wacom SD Series Digitizers	BEC/2064
Wrist Pad™	BEC/926
XP-300-02 Portable Bar Code Reader	WTC/5645

Memory

PRODUCT	LOCATION
1 meg - 16 meg	BEC/508
1 meg FX - 16 meg FX	BEC/508
16MB SIMMs/All Quadras	WTC/5245
16MB SIMMs/fx-ci-cx-si	WTC/5245
1M, 2M, 4M, 16M SIMMs	BEC/1110
2M, 4M, 6M PowerBook Memory	BEC/1110
4MB SIMMs/All Macs	WTC/5245
6 MEG PowerBook 140/170	BEC/515
8MB SIMMs/Quadras-si-fx	WTC/5245
BookRAM™	BEC/348
BookRAM™ DRAM	BEC/348
BookView™ Imperial	BEC/348
Cache Card	BEC/508
HP - Printer Boards	BEC/508
Intersect CD ROM 37	WTC/5812
Intersect CD ROM 74	WTC/5812
Intersect CD ROM 84	WTC/5812
Macintosh Memory	BEC/1523
MC73/PMMU	WTC/5758
Microtech Memory Modules	WTC/5157
Next Memory	BEC/508
PacRAM™	BEC/348
PowerBook 2, 4-6	BEC/508
PowerBook form-factor DRAM	WTC/5245
PowerBook™ Memory	BEC/1835
PowerBook pseudo-static RAM	WTC/5245
PowerRAM memory for PowerBook	BEC/1523
Pre-Owned Electronics, Inc.	BEC/1312
Quadra 700 Memory	BEC/1835
Quadra 900 Memory	BEC/1835
Quadra 950 Memory	BEC/1835
Relax SIMMS	BEC/620
Rewritable Optical Drives	BEC/1000
SIMMS	BEC/515
Video RAM	BEC/1110
Video RAM (LC and Quadra)	BEC/508

Microprocessors/CPU's

PRODUCT	LOCATION
Co-Processor (SI, LC, CI and Classic II)	BEC/508
DSP Card w/Photoshop Filters	WTC/5245
FastMath LC/Classic II	BEC/1701
HP 95LX Palmtop PC	WTC/5604
Mac286 MS-DOS coprocessor	WTC/5510
Orange386 MS-DOS coprocessor	WTC/5510
Outbound Notebook System	BEC/231
Outbound Notebooks	BEC/159
Pre-Owned Electronics, Inc.	BEC/1312
TokaMac CI 25	WTC/5524
TokaMac CS 33	WTC/5524
TokaMac ELC 25	WTC/5524
TokaMac II FX 33	WTC/5524
TokaMac LC 25	WTC/5524
TokaMac SX 25	WTC/5524
Desk Extension	BEC/926
Puzzle™ Pad	BEC/926

Networking Equipment

PRODUCT	LOCATION
Asanté 10T Hub	BEC/500
AsantéHub 1012	BEC/500
CodeNet-8350	BEC/360
CodeNet-8351	BEC/360
CodeNet-9450	BEC/360
CodeNet-9453	BEC/360
CodeNet-9550	BEC/360
CodeNet-9553	BEC/360
DashTalk II	BEC/1524
EN+ 10baseT	WTC/5538
EN+ Thin	WTC/5538
EN/SC SCSI-Ethernet Adapter	BEC/500
ETC 10BaseT 12-Port Hub	BEC/1641
ETC Ethernet Thin Repeater	BEC/1641
Ether+	BEC/521
Ether•DS	BEC/521
Ether•Route	BEC/521
Ether•Route/TCP	BEC/521
Ether•Route/TCP 640	BEC/521
Ether•Write	BEC/521
Ether2	BEC/521
EtherPaC-EISACards	BEC/500
EtherPaC-ISA Cards	BEC/500
EtherPaC-MCACards	BEC/500
EtherStar	BEC/547
FlexFAX	BEC/630
FlexFAX PowerServer	BEC/630
FlexFAX Pro	BEC/630
FlexFAX Ultra	BEC/630
Friendly Net Ethernet Adapters	BEC/500

FrontCard	WTC/5024
Hubworks-8	BEC/1523
Ilisi Ethernet Cards	BEC/1523
Impulse Spectra	WTC/5862
LanWay Network Interface Cards	WTC/5024
LC Ethernet Cards	BEC/1523
MacCon+ Ethernet Cards	BEC/500
MacCon3 Ethernet Cards	BEC/500
MacMainFrame Series	WTC/5024
MACNET-12CON 8000	BEC/1108
MACNET-8CON 8800	BEC/1108
MACNET-LC-480	BEC/1108
MACNET-NU-420	BEC/1108
MACNET-NU-450	BEC/1108
MACNET-NU-460	BEC/1108
MACNET-RPTR-4000	BEC/1108
MACNET-SE-470	BEC/1108
MacRing Token-Ring Cards	BEC/500
MaxWay AppleTalk Router	WTC/5024
Mini Star	BEC/547
MixNet Interface Node	BEC/818
MixNet Multi-port Repeater	BEC/818
MixNet Multi-port Repeater Ethernet	BEC/818
MixNet Net/Cable Checker	BEC/818
MixNet Repeater	BEC/818
Netway 2000 SNA Gateway	WTC/5024
NetWORKS	BEC/325
NuBus Ethernet Cards	BEC/1523
Pre-Owned Electronics, Inc.	BEC/1312
RAN Star	BEC/547
RISC Router 3000E	BEC/521
RMAU	BEC/547
SE Ethernet Cards	BEC/1523
SE/30 Ethernet Cards	BEC/1523
Stallion	BEC/1524
SyncRouter LT	WTC/5538
SyncRouter LTi	WTC/5538
SyncRouter LTnT	WTC/5538
SyncRouter LTx.21	WTC/5538
SyncRouter LTz	WTC/5538
SyncSatellite	WTC/5538
SyncSatellite EN	WTC/5538
TokenPac-Token Ring Cards	BEC/500
TowerFeed 444	BEC/926

Printers

PRODUCT	LOCATION
Accel-a-Writer 8000	WTC/5066
Accel-a-Writers I-IX	WTC/5066
BLP II	WTC/5234
BLP IIS	WTC/5234
CI-700 Photo Printer	BEC/526
Colormate PS	WTC/5812

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

DiamondColor Print 300	BEC/2130
DiamondColor Print 300PS	BEC/2130
ETC BubbleJet Printer	BEC/1641
G650	BEC/2130
Grappler II 9Pin	WTC/5510
Grappler IIsp	WTC/5510
GrapplerShare	WTC/5510
HP DesignJet Monochrome	
Inkjet Plotter	WTC/5604
HP DeskWriter C Printer	WTC/5604
HP DeskWriter Printer	WTC/5604
HP DraftMaster MX Plus Plotter	WTC/5604
HP LaserJet III PostScript Printer	
w/AppleTalk	WTC/5604
HP LaserJet IIID PostScript Printer	
w/AppleTalk	WTC/5604
HP LaserJet IIIP PostScript Printer	
w/AppleTalk	WTC/5604
HP LaserJet IIISi Printer for the Macintosh	WTC/5604
Hurdler II Parallel Board	WTC/5542
Ink-Jet Printers	WTC/5012
KODAK EKTAPLUS 7016	WTC/5012
KODAK Professional RFS	WTC/5012
Laser Printer Black Toners	BEC/159
Laser Printer Color Toners	BEC/159
Laser Printer Hi-Res Toners	BEC/159
Laser Printer Memory	BEC/1110
Laser Printer MICR Toners	BEC/159
Laser Printer Transfer Toners	BEC/159
LaserColor	BEC/159
LaserMaster 1000	WTC/5652
LaserMaster 1000/4	WTC/5652
microLaser	BEC/824
microLaser Plus	BEC/824
microLaser Plus Turbo	BEC/824
microLaser PS17	BEC/824
microLaser XL	BEC/824
microLaser XL Turbo	BEC/824
Mirrorimage 309 Laser Printer	BEC/1300
Mirrorimage 415 Tabloid	
Laser Printer	BEC/1300
Personal Label Printer™	WTC/5564
Phaser II Pxe	BEC/1531
Phaser II Pxi	BEC/1531
Phaser II SD	BEC/1531
Phaser III Pxi	BEC/1531
PLP II/IIS	WTC/5234
PosterWorks	WTC/5830
PostScript Printers	WTC/5427
Pre-Owned Electronics, Inc.	BEC/1312
RasterOps CorrectPrint 300	BEC/1506
Relax Color Postscript Printer	BEC/620
S340	BEC/2130
Silentwriter Model 95	WTC/5812

Spectra*Star Color Printer	BEC/2067
TowerFeed 444	BEC/262
TruePrint SP2000	BEC/1946
TurboPS/1200T	BEC/1612
TurboPS/300p	BEC/1612
TurboPS/400p	BEC/1612
TurboPS/600T	BEC/1612
TurboPS/630	BEC/1612
TurboPS/840	BEC/1612
TurboPS/840c	BEC/1612
TurboPS/880	BEC/1612
Unity 1000	WTC/5652
Unity 1200	WTC/5652
WideWriter 360	WTC/5234
WriteImpact	WTC/5234

Slide Makers

PRODUCT	LOCATION
CI-5000 Color Film Recorder	BEC/526
ColorFast	WTC/5234
Lasergraphics LFR	WTC/5237
Lasergraphics LFR Mark II	WTC/5237
Lasergraphics LFR Plus	WTC/5237
Lasergraphics Personal LFR	WTC/5237
Montage FR2	BEC/608
PCR II	BEC/705
ProColor Premier	BEC/705
RISC Rascol	WTC/5237
Spectra*Star Color Printer	BEC/2067

MULTIMEDIA

Animation

PRODUCT	LOCATION
Action!™	WTC/5224
America Alive Guidisc	WTC/5826
Animation Works	WTC/5005
Auto-PICT QT	WTC/5858
BackBurner	BEC/330
CameraMan	BEC/1909
Coconut	BEC/2131
ComputerEyes Video Digitizer	BEC/1736
Extend	BEC/1530
Extend+ Manufacturing	BEC/1530
Infini-D	BEC/330
IRIS Indigo	BEC/716
MacroMind Director™	WTC/5224
Magic™	WTC/5224
MR Shot1/LC	BEC/640
Nisus XS	WTC/5220
OZ	WTC/5858
PACE	WTC/5858
PIXAR's MacRenderMan	BEC/446

QuickTOPIX	BEC/422
RenderPro	BEC/1706
Rewritable video products	BEC/1000
StrataTextures/Shapes	BEC/1706
StrataVision 3d. 2.5	BEC/1706
SuperMICRON	WTC/5858
VideoShow HQ	BEC/2067
Virtus Walkthrough	BEC/618
YARCRenderMan	BEC/446

Graphics

PRODUCT	LOCATION
BackBurner	BEC/330
Backgrounds for Multimedia 1	BEC/1810
Backgrounds for Multimedia 2	BEC/1810
Coconut	BEC/2131
ComputerEyes Video Digitizer	BEC/1736
DeskTape	BEC/2137
Extend	BEC/1530
Extend+ Manufacturing	BEC/1530
Global Perspectives	BEC/2118
Graphics for Holidays and Seasons	WTC/5204
Graphics Gallery EPS or Macpaint	WTC/5204
Infini-D	BEC/330
IRIS Indigo	BEC/716
MacroModel™	WTC/5224
MapArt CD-ROM	BEC/2118
MapArt (EPS + PICT Format)	BEC/2118
Marble & Granite	BEC/1810
Metro Area Maps	BEC/2118
MiniPak 8000DAT	BEC/2137
ModelShop™	WTC/5224
MORPH™	BEC/628
MR Encode	BEC/640
MR Grab1	BEC/640
MR Shot1/LC	BEC/640
Nisus (Compact,3.06-040,XS)	WTC/5220
PIXAR's MacRenderMan	BEC/446
PosterWorks	WTC/5830
QuickTOPIX	BEC/422
RasterOps 24 LTV	BEC/1506
RasterOps 24 STV	BEC/1506
RasterOps 24MxTV	BEC/1506
RasterOps VideoTime	BEC/1506
RenderPro	BEC/1706
School Spirit/School Subject	
Graphics	WTC/5204
StrataTextures/Shapes	BEC/1706
StrataVision 3d. 2.5	BEC/1706
Swivel Three-D™	WTC/5224
TREE	BEC/447
US States by County	BEC/2118
VideoShow HQ	BEC/2067
VideoToolkit™	BEC/164

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Virtus Walkthrough BEC/618
YARCRenderMan BEC/446

Interactive

PRODUCT	LOCATION
America Online	BEC/529
Arthur's Teacher Trouble	WTC/5404
Coconut	BEC/2131
CueTrack™	BEC/164
Extend	BEC/1530
EyeQ 750-8 Authoring Solution	BEC/922
EyeQ 750-8 Playback Solution	BEC/922
Hyper Pad™	BEC/926
IRIS Indigo	BEC/716
LifeForms™	WTC/5224
MR Grab1	BEC/640
MR Remote	BEC/640
Passport Producer	BEC/654
QuickTOPIx	BEC/422
Screen Machine	BEC/1638
The Great Solar System Rescue	BEC/151
VideoToolkit™	BEC/164

Sound

PRODUCT	LOCATION
Alchemy	BEC/654
Computer Speaker ACS200 System	BEC/1314
Computer Speaker ACS300 System	BEC/1314
ConcertWare®+Midi	BEC/1600
Hollywood Music I	BEC/100C
IRIS Indigo	BEC/716
MacBlaster	BEC/818
MacBlaster HQ	BEC/818
MacBlaster LX	BEC/818
MacSpeaker	WTC/5162
MASTERTRACKS PROS	BEC/654
Ninth New Collegiate Dictionary	BEC/131
Nisus XS	WTC/5220
NuMedia	BEC/648
Passport Producer	BEC/654
Persona Micro	WTC/5162
Persona One/Persona PC	WTC/5162
QuickTOPIx	BEC/422
SoundEdit Pro™	WTC/5224
VideoShow HQ	BEC/2067

Training

PRODUCT	LOCATION
Authorware® Professional™	WTC/5224
Boston Computer Society	BEC/1618
CameraMan	BEC/1909
Coconut	BEC/2131

CueTrack™ BEC/164
IRIS Indigo BEC/716
MacAcademy Bootcamps WTC/5663
MacAcademy Corporate Training WTC/5663
MacAcademy Live Workshops WTC/5663
MacAcademy Video Training WTC/5663
MR Encode BEC/640
Puzzle™ Pad BEC/926
QuickTOPIx BEC/422
Rewritable video products BEC/1000
VideoShow HQ BEC/2067
VideoToolkit™ BEC/164
Wrist Pad™ BEC/926

SERVICES/ ACCESSORY

CD-ROM Publication

PRODUCT	LOCATION
Arms and Armor of the Late Middle Ages	BEC/549
Art of Africa/Benin Bronzes	BEC/549
Art of Ancient Egypt	BEC/549
CD-ROMs in Print 1992	BEC/1808
Computer Select for Macintosh	BEC/710
Electronic Map Cabinet	BEC/131
Footage 91	BEC/131
Grolier's Electronic Encyclopedia	WTC/5204
Illustrated Handbook of Desktop Publishing and Typesetting	BEC/131
Just Grandma & Me CD-ROM	WTC/5204
Music for Multimedia	BEC/549
Ninth New Collegiate Dictionary	BEC/131
Parades/Demonstrations/Occasions	BEC/549
PD-ROM Version A	BEC/318
Russia/China	BEC/549
South Pacific/Tropical/CA Coast	BEC/549
The Macintosh Product Registry on CD-ROM	
WTC/5609	
TV-ROM	BEC/318

Macintosh Accessories

PRODUCT	LOCATION
1st Impression™	WTC/5564
ADB Dialer	WTC/5724
After Dark Fish Sweatshirt	BEC/400
After Dark Fish T-shirt	BEC/400
After Dark Flying Toaster Tie	BEC/400
After Dark Mouse Pad	BEC/400
After Dark Toaster Sweatshirt	BEC/400
After Dark Toaster T-shirt	BEC/400
America Online	BEC/529

Anti-Glare Filter for Apple® 12" Monitor WTC/5328
Anti-Glare Filter for Radius Pivot™ Display WTC/5328
Apple StyleWriter refill 2-pk BEC/449
Briefcase WTC/5643
Canon BubbleJet 10e refill 2-pk BEC/449
Canon BubbleJet 300/330 refill kit BEC/449
Canvas Mouse Pad WTC/5233
Carry Cases BEC/231
Carrying Cases BEC/141
Carrying Cases WTC/5643
CD Caddy WTC/5826
CD-ROM Fulfillment & Drop Ship BEC/444
CD-ROM Mastering & Replication BEC/444
CD-ROM Mixed Mode Mfg. BEC/444
CD-ROM Technical Support & Consultation BEC/444
Charger for PowerBook BEC/346
Classic MacSac Case WTC/5643
Classic Travel Case BEC/636
Coconut BEC/2131
ColorFrame Transparencies WTC/5564
Computer Comic Software BEC/110
Computeraid Carry Cases WTC/5643
Computeraid Carrying Cases WTC/5643
Curtis Accessories BEC/600
Curtis Apple Security Kit BEC/600
Curtis Cleaning Kits BEC/600
Curtis Clip BEC/600
Curtis Disk Boxes BEC/600
Curtis Dust Covers BEC/600
Curtis Keyboard Organizer BEC/600
Curtis MacFeet BEC/600
Curtis Monitor Arms BEC/600
Curtis Mouse Pad Organizer BEC/600
Curtis Surge Protectors BEC/600
Curtis Tilt & Swivel BEC/600
Curtis Tool Kits BEC/600
Curtis Wrist Rest BEC/600
Custom Mousepads BEC/159
Custom Mugs & T-shirts BEC/159
Data Dog BEC/110
Desk Extension BEC/926
Desk Paw BEC/616
DeskJet 500c refill kit BEC/449
DeskJet refill 2-pk BEC/449
Disk Books BEC/141
Disk Clock WTC/5233
Disk Storage Units BEC/308
Disk Wallets BEC/141
Disk Wallets BEC/308
DiskBook-10 BEC/308
DiskBook-32 BEC/308

PRODUCT LIST BY CATEGORY

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

DiskBook-Carrier	BEC/308
DiskBook-Plus	BEC/308
Dust Covers	BEC/141
EAASY SABRE	BEC/529
ELF ProTech	WTC/5052
Ergo Arms	BEC/432
Ergo Tech Chair	BEC/432
Ergo Wristrest	BEC/432
Executive Chair	BEC/432
Extended Power Battery for PowerBook	BEC/346
Fast Pad	BEC/308
Footmate	BEC/432
Glare/Guard™	BEC/2104
Happy Face Computer Covers	BEC/110
Happy Face Printer Covers	BEC/110
HP Deskwriter Case	WTC/5643
HP High Capacity refillable cartridge	BEC/449
Hyper Pad™	BEC/926
Index Maker™	WTC/5564
Ink Jet Paper (2 fold)	BEC/449
Ink Jet Paper (cut sheets)	BEC/449
Ink Jet Transparency	BEC/449
Keyboard Buddy™ Wrist Rest	WTC/5233
Keyboard Drawer Pad	BEC/926
Keyboard Shelf	WTC/5328
Keyboard Skins	BEC/141
Laser Card Stock Products	WTC/5564
Laser Printer Labels	WTC/5564
LaserRulers	BEC/159
LaserStand	WTC/5328
LC 6000 Travel Case	BEC/636
LC SI MacSac Case	WTC/5643
Luggage	BEC/308
M.C. Escher® Wrist Rests & Mouse Pads	WTC/5233
Maccessories® Classic®	WTC/5328
Anti-Glare Filter	WTC/5328
Maccessories SE Anti-Glare Filter	WTC/5328
Maccessories Tilt/Swivel	WTC/5328
MacGlare/Guard™	BEC/2104
Macintosh Books & Magazines	BEC/1517
MacLabel Pro™ Software	WTC/5564
MacSac Briefcases	WTC/5643
MacSac HP Deskwriter Case	WTC/5643
MacSpeaker	WTC/5162
Magenta7 Notebook Cases	BEC/159
MasterStand™	WTC/5328
Mini Mood	BEC/110
Monitor MacSac Case	WTC/5643
Mouse Buddy™ Wrist Rest	WTC/5233
Mouse Pad	BEC/141
Mouse Pad	BEC/308
Mouse Pad (Customized)	BEC/308
Mouse Paw	BEC/616

MR Remote	BEC/640
NoRad Shield	WTC/5052
NoteBook 1000 Travel Case	BEC/636
NoteBook 3400Travel Case	BEC/636
Notebook Pads	BEC/926
Notebook Traveler™	WTC/5328
PaintJet (XL) refill 2-pk	BEC/449
PaintWriter (XL) refill 2-pk	BEC/449
Picture Pad	BEC/308
Power Backer® UPS	WTC/5328
Power Tree™ Outlet Strips	WTC/5328
PowerBook MacSac Case	WTC/5643
PowerBook™ Pads	BEC/926
PowerKey	WTC/5724
PowerPad	WTC/5724
Pre-Owned Electronics, Inc.	BEC/1312
Puzzle™ Pad	BEC/926
RadPad Mouse Pad	BEC/110
Rainbow Link	BEC/2060
Ready Index®	WTC/5564
Recycled-rubber Turbo™ Pad	WTC/5233
Relax PowerBook Carry Case	BEC/620
Relax Tape Media	BEC/620
Smack-It!	BEC/110
Snow Report Writer (Atlantis)	BEC/2039
StyleWriter MacSac Case	WTC/5643
T-Shirts	BEC/110
Tool Kit for Mac's	BEC/508
Track Pad	BEC/926
Trackball Pad	BEC/141
Trak Paw	BEC/616
Traveller Disk Carrier	BEC/308
Traveller-12	BEC/308
Traveller-4	BEC/308
Traveller-8	BEC/308
Turbo™ Hard Surface Mouse Pad	WTC/5233
Wrist Pad	BEC/141
Wrist Pad™	BEC/926
Wrist Pad Plus	BEC/616

Mail Order

PRODUCT	LOCATION
Display Research Laboratory	BEC/640
DoubleCase Corporation	BEC/636
Mac and MORE, Inc.	BEC/1542
Macintosh Books & Magazines	BEC/1517
Macintosh Enhancements	BEC/1110
Pre-Owned Electronics, Inc.	BEC/1312
Relax Technology	BEC/620
Snow Report Writer (Atlantis)	BEC/2039

Print Publication

PRODUCT	LOCATION
Apple CD-ROM Handbook	WTC/5625
BMUG Guide to Bulletin Boards & Beyond	BEC/318
BusinessWeek	BEC/1520
BYTE Magazine	BEC/1520
Canvas 3.0: The Book	BEC/331
CD-ROMs in Print 1992	BEC/1808
Color Publishing	BEC/642
Computer Artist	BEC/642
Computer Graphics World	BEC/642
Data Communications	BEC/1520
Designing Cards and Drivers, Third Edition	WTC/5625
Desktop Publishing Secrets	BEC/331
Disk Catalog	BEC/318
Flash Compendium 1992	BEC/159
Flash Subscriptions & Samples	BEC/159
Guide to Macintosh Software Localization	WTC/5625
How to Write Macintosh Software, Third Edition	WTC/5625
Illustrator Illuminated	BEC/331
IMAGING Magazine	BEC/339
inCider/A+	BEC/2111
Inside Macintosh: Files	WTC/5625
Inside Macintosh: Memory	WTC/5625
Inside Macintosh: Processes	WTC/5625
LAN TIMES	BEC/1520
Looking Good in Print	BEC/1606
MacArtist Magazine	BEC/1636
Macintosh Books & Magazines	BEC/1517
Macintosh C Programming Primer, 2nd Edition	WTC/5625
MacUser	WTC/5616
MacWeek	WTC/5616
Multimedia/CD Publisher	BEC/1808
Newsletters From the Desktop	BEC/1606
PANTONE Color Formula Guide 1000	BEC/2054
PANTONE® Process Color Imaging Guide	BEC/2054
PANTONE Process Color System Guide	BEC/2054
Presentation Design Book	BEC/1606
Programmer's Guide to MPW, Volume II	WTC/5625
QuarkXPress Book, 2nd Edition	BEC/331
QuarkXPress Tips and Tricks	BEC/331
Real World FreeHand 3	BEC/331
The Dead Mac Scrolls	BEC/331
The Gray Book	BEC/1606

(Continued on page 36)

Release Your Imagination

Save up to \$100—register for CD-ROM Expo by September 4.

Experience the Power of Multimedia Computing at the CD-ROM Expo and Conference

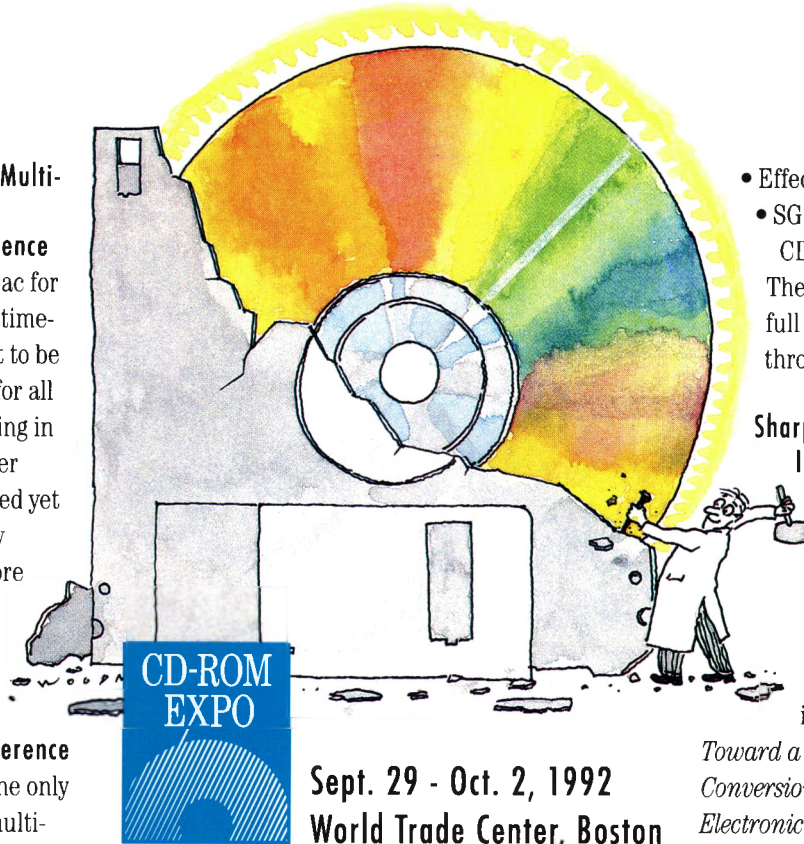
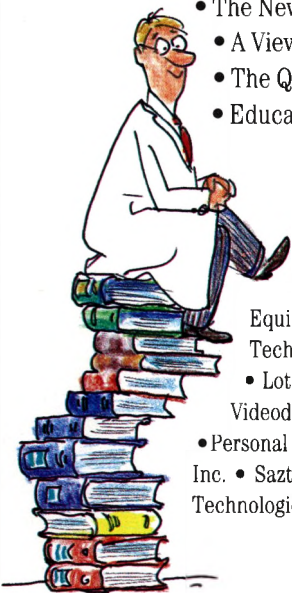
It's time to gear up your Mac for the future! The age of multimedia is here, and you'll want to be sure your system is ready for all the extra fun you'll be having in the next few years. Whether your up to Quadra 900 speed yet or not, there's a whole new world of creativity to explore and CD-ROM Expo is the place for you to do it.

See How the Pros Do It at the CD-ROM Expo Conference

Find out why CD-ROM is the only cost effective way to run multimedia on the Mac, and why it's the medium of choice for distributing large amounts of data. The CD-ROM Expo Conference cuts through the clutter of products and techniques available, and shows you which ones are best for low-cost publishing and developing on CD. You'll meet experienced pros who will share their knowledge and answer your questions. Just bring a #2 pencil, and a lively imagination.

Choose from over 45 dynamic conference sessions including:

- The New Age for Electronic Images
- A View from the Top Market Perspective
- The Quest for Interoperability
- Education in the '90s: Not Just in the Classroom



Sept. 29 - Oct. 2, 1992
World Trade Center, Boston

- Effective Product Design
 - SGML and Handling Text for CD-ROM and many more . . .
- The conference runs for three full days, Wednesday, Sept. 30 through Friday, October 2.

Sharpen Your Skills at an Information Packed Tutorial

CD-ROM Expo's tutorials are intensive all day sessions with plenty of instructor interaction. Choose from one of four hot industry topics including: *Content Licensing - Toward a Consensus; Document Conversion and Management for Electronic Delivery; Building Successful Data, Full Text and Multimedia*

CD-ROM Titles or Getting Your CD-ROM Product to the Market. All tutorial sessions are scheduled from 9:00 am to 5:00 pm on Tuesday, September 29. Your lunch and tutorial workbook are included in the tutorial fee.

Attend Two Exciting Keynote Presentations

Scott Sassa, President, Turner Entertainment Networks will define Turner's vision of the multimedia market, it's impact on the broadcasting industry and the marketing potential of CD-ROM consumer products.

Stan Cornyn, President, Warner New Media will discuss the past, present and future effect of multimedia technology.

Meet Over 100 Exhibitors

3M Optical Recording • Accu-Mem Systems, Inc. • AGI • ASEC Int'l. • Boston Computer Society • Bureau of Electronic Publishing • Camden New Media • CD Consultants, Inc. • *CD-ROM Professional* • Chinon America Inc. • Compact Cambridge • Compton NewMedia • Corel Systems Corp. • Data Development, Inc. • DataDISC • Dialog Information Services, Inc. • Digital Equipment Corp. • Disc Manufacturing Inc. • DiscHotel • Educorp • ERM/Electronic Liquidators • Exoterica Corp. • ETA • Fulcrum Technologies • Knowledge Access Int'l. • Hitachi Multimedia Systems • IBM Corp. • *Imaging Magazine* • JVC Information Products • Lotus Development Corp. • *Macworld Magazine* • Meckler • Meridian Data, Inc. • Metatec/Discovery Systems • Multimedia & Videodisc Monitor • NEC Technologies, Inc. • Nimbus Information Systems • Northern Telecom Inc. • Online Computer Systems, Inc. • Personal Library Software • Phillips Publishing Inc. • Phoenix-CD • Pioneer Communications Co. of America, Inc. • Reference Technology, Inc. • Saztec Int'l., Inc. • Scenario, Inc. • Software Mart, Inc. • Software Toolworks • Sony Electronic Publishing Co. • Subsystem Technologies, Inc. • Texel America, Inc. • TMS, Inc. • Todd Enterprises, Inc. • Toshiba America Information Systems, Inc. • Univenture Inc.

For more information call (800) 945-3313 or (617) 361-0817.

Get Discount Hotel Rates

Special hotel rates are being offered to CD-ROM Expo attendees at select Boston hotels. Call early to make reservations

	Single	Double	Gov't.
Lenox Hotel	\$160	\$180	N/A

710 Boylston St.
Boston, MA 02116
(617) 536-5300

Lafayette	\$170	\$170	\$83
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One Ave. de Lafayette
Boston, MA 02111
(617) 451-2600

Park Plaza	\$108	\$118	\$85
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50 Park Plaza @
Arlington St.
Boston, MA 02117
(617) 426-2000

Tremont House	\$105	\$120	\$97
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275 Tremont St.
Boston, MA 02116
(617) 426-1400

Save up to 45% on American Airlines

Substantial savings are available when you fly American Airlines to CD-ROM Expo. You can save between 5% and 45% on your fare. Dial (800) 433-1790 and ask for Star File #S-0592AL.

Save on Car Rentals From Hertz

CD-ROM attendees qualify for discount car rental rates from Hertz. Call (800) 654-2240 and ask for Meeting #10669.

Show Hours

Tutorials

Tuesday, Sept. 29 9:00 am - 5:00 pm

Keynote Presentations

Wednesday, Sept. 30 2:30 pm - 3:30 pm

Thursday, Oct. 1 10:00 am - 11:00 am

Conference Sessions

Wednesday, Sept. 30 8:00 am - 5:30 pm

Thursday, Oct. 1 8:00 am - 5:30 pm

Friday, Oct. 2 8:00 am - 12:00 pm

Exhibit Hours

Wednesday, Sept. 30 10:00 am - 5:00 pm

Thursday, Oct. 1 10:00 am - 5:00 pm

Friday, Oct. 2 10:00 am - 3:00 pm

For more information about the CD-ROM Expo Conference and Tutorial Programs check the box on the Registration Form to receive your complete Conference Brochure.



Registration Form

September 29 - October 2, 1992
World Trade Center, Boston

Pre-Register by September 4 and save up to \$100.

You can choose between four different conference packages at CD-ROM Expo. Make your selection from Package A, B, C or D. If you choose Package A or C please indicate the tutorial you wish to attend. **Mail the completed form along with your payment to: CD-ROM Expo, P.O. Box 4010, Dedham, MA 02026 or Fax to (617) 361-3389.** Registration forms received after September 4 will be charged full price. Purchase orders cannot be accepted.

Please be sure to complete the entire form. (please print)

NAME _____

TITLE _____

ORGANIZATION _____

MAILING ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

☐ Please send me a complete Conference Brochure **MAC 8**

METHOD OF PAYMENT (check one)

☐ Check enclosed ☐ American Express ☐ MasterCard ☐ VISA

Amount \$ _____

Account # _____ Exp. Date _____

Card Holder Signature _____

If card holder is other than registrant, print cardholder's name below:

Cash only at the door. After September 4 you must register at the show.

PACKAGE SELECTION (check one)

	Before Sept. 4	After Sept. 4
☐ Package A One-day tutorial (Tutorial selection _____) Tutorial luncheon, Tutorial workbook, 3-day conference program, 3 days of exhibits and Keynote Presentations	\$595	\$695
☐ Package B 3-day conference program, 3 days of exhibits and Keynote Presentations	\$395	\$495
☐ Package C One-day tutorial (Tutorial selection _____) Tutorial luncheon, Tutorial workbook, 3 days of exhibits and Keynote Presentations	\$195	\$195
☐ Package D 3 days of exhibits and Keynote Presentations	FREE	\$25

TUTORIAL SELECTION (check one if you selected Package A or C above)

- ☐ **Tutorial 1** Content Licensing - Toward a Consensus
☐ **Tutorial 2** Document Conversion and Management for Electronic Delivery
☐ **Tutorial 3** Building Successful Data, Full Text and Multimedia CD-ROM Titles
☐ **Tutorial 4** Getting Your CD-ROM Product to the Market

BUSINESS OR PROFESSION

(circle one)

1. Manufacturing
2. Wholesaling/Distribution
3. Retailing
4. Law
5. Banking/Financial
6. Medicine
7. Engineering
8. Education
9. Library
10. Government
11. Science Research
12. Reference Publications
13. Telecom Carrier
14. Consultant
15. Publisher
16. Software Supplier
17. Computer Service Bureau
18. Entertainment
19. Public Utility
20. Transportation
21. Other

JOB TITLE OR FUNCTION

(circle one)

1. General Management
2. Marketing/Sales
3. Information Systems Mgr.
4. Database Manager
5. Programmer
6. Librarian
7. Educator
8. Engineer
9. Scientist
10. Consultant
11. In-house Publishing
12. Treasurer/Controller
13. Financial Analyst
14. Market Research
15. Records Manager
16. Other

SIZE OF ORGANIZATION

(circle one)

1. Under 100
2. 100 - 499
3. 500 - 999
4. 1000 - 4999
5. Over 5000



PRODUCT LIST BY CATEGORY

(Continued from page 83)

The Little Mac Book, 2nd Edition	BEC/331
The Little Mac Word Book (5.0)	BEC/331
The Little QuickKeys Book	BEC/331
The Little System 7 Book	BEC/331
The Mac is not a typewriter	BEC/331
The Mac Shareware 500	
-A Book/Disk Set	BEC/1606
The Macintosh Bible, 3rd Edition	BEC/331
The Macintosh Bible Guide to System 7	BEC/331
The Macintosh Dictionary	WTC/5625
The Macintosh Product Registry	WTC/5609
The Makeover Book	BEC/1606
The PowerBook Companion	WTC/5625
The QuickTime Forum™	BEC/1808
The System 7 Book	BEC/1606
The System 7 Book/Disk Set	BEC/1606
The World of Macintosh Multimedia	WTC/5609
This Mac is Mine	WTC/5625
Type From the Desktop	BEC/1606
TypeWorld	BEC/642
UNIX WORLD	BEC/1520
Using ClarisWorks	WTC/5625
Word 5 for the Macintosh Print & Presentation Kit	WTC/5625
Xtras for System 7	WTC/5625
Zen and the Art of Res Edit, 3rd Edition	BEC/331
Zen and the Art of Resource Editing	BEC/318

Retailers

PRODUCT	LOCATION
Computers Etc. Superstore	WTC/5019
Mac and MORE, Inc.	BEC/1542
Macintosh Books & Magazines	BEC/1517
Pre-Owned Electronics, Inc.	BEC/1312
Snow Report Writer (Atlantis)	BEC/2039

User Group

PRODUCT	LOCATION
America Online	BEC/529
BMUG Membership	BEC/318
Boston Computer Society	BEC/1618
CompuServe MAUG	BEC/1922



Print it, fold it, pocket it, and go.

Address Book Plus 2.0 makes the ordinary extraordinary.

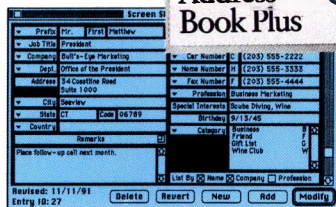
Address Book Plus 2.0™ gives you all the tools you need to easily organize and print addresses and phone numbers in a variety of formats. That's ordinary.

What's extraordinary are the details that set Address Book Plus 2.0 far apart from the competition. Like the compact and convenient InstaBook™, pictured above. And over 175 layouts – simply select the format that matches your favorite personal organizer, labels, rotary-file cards and envelopes (Day-Timer, Avery, Rolodex and more). A unique "list by" function lets you print each entry by name, company and/or profession.

The power is in the extra details. No other address manager gives you so much flexibility. Assign up to 45 categories to each name, such as business contacts, holiday card recipients and club members, then easily mark and print just the categories you want. Powerful import/export capabilities let you import an existing list, no matter what format it's in, then export to any word processor with mail-merge. Or combine with Power Up's Letter Writer Plus™ for the fastest, easiest mail-merge ever.



Address Book Plus



Includes fields that other programs forgot: full name (prefix and suffix), department, 2 date fields, profession, and up to 45 categories per entry.

Extra easy.

Creating and managing files is as easy as filing in the blanks. You can customize field headings and data entry order. Use "Smart Lists" to enter common data (like job title and state) automatically. And there's plenty of space for personal notes. Also includes a Desk Accessory to search, edit and add entries, and dial.

Address Book Plus 2.0 gives you all these extraordinary features at a very ordinary price – \$99.95 (sugg. retail). And for extra efficiency, the Address Book Plus/Letter Writer Plus bundle is just \$149.95.

Get Address Book Plus from your favorite software reseller today, or call:

1-800-851-2917

Ext. M513

(8 a.m. to 5 p.m. PST)



Dial any number using your Mac speaker or any Hayes-compatible modem – Address Book Plus even dials your credit card number!

Special Offer: Buy Address Book Plus at MACWORLD EXPO and receive a disk featuring 800 handy 800 numbers, plus a free Address Book Plus T-Shirt. Offer good only in the U.S. Offer expires 12/31/92.

System requirements: System 6.0 or 7.0 and above, Macintosh Plus or Classic and above. To upgrade from Address Book Plus 1.0 send your 1.0 disk and \$29.95 (includes \$4.95 for shipping & handling) to the address above. Also: Address Book Plus (Mac) Upgrade Offer. Residents of the following states please add applicable sales tax: AZ, CA, CO, CT, FL, GA, IA, IL, IN, MD, MI, MN, NJ, NY, OH, PA, TX, VA, IL (to 25%), WA (7.5%). Also available from Power Up: Calendar Creator, Fax Forms, Address Book Plus, InstaBook and Letter Writer Plus are trademarks and Power Up! is a registered trademark of Power Up Software Corporation, P.O. Box 7600, San Mateo, CA 94403-7600.

WARNER NEW MEDIA IS AT BAYSIDE CENTER BOOTH #1008

Look for the five bold colors of the Warner New Media booth. They will lead you to a terrific selection of interactive programs for your Macintosh.

Sports Illustrated CD-ROM Sports Almanac and *Sports Illustrated Gold Rush* will thrill the sports fan with easy-to-access sports facts and a set of compelling games based on the Olympics.

Desert Storm and *Seven Days in August* will inspire you with first-hand accounts of the war in the Persian Gulf and the defining days of the Cold War.

If you're looking for something on the lighter side, don't miss *Funny*, a collection of video performances of nearly 100 jokes, indexed by topic, tastefulness, color of the comic's hair and more!

For the music lover, Warner New Media has the *Audio Notes*[™] and *Portable Symphony*[™] series that allow you to approach the masterworks with new appreciation.

For science enthusiasts, WNM is introducing *LIFEmap*[™], a beautiful exploration of the 3.5 billion year evolutionary process of life on Earth. The book-and-CD-ROM set of *Murmurs of Earth* brings you the music, images and sounds of Earth that NASA sent into space via the Voyager mission. And *The View from Earth* details a solar eclipse with stunning color slides, narrated tours and more.

And for children there's nothing more fun and educational than *Word Tales*[™], a colorful interactive game that teaches words and letters.

Something for everyone...

Visit booth #1008 for a demonstration of these and many more titles from Warner New Media, and for a free gift (while supplies last).



WARNER NEW MEDIA

A GUIDE TO THE CONFERENCE PROGRAM

With MACWORLD Expo's one-price conference admission, you can create your own agenda from THIRTEEN UNIQUE CONFERENCE PROGRAMS! We're setting aside Friday, August 7, for you to have a full day on the exhibit floor; the three preceding days are chock-full of conference sessions on everything that's hot in the world of Macintosh. And the best way to start is with Boston's brand-new *fabulous four-part keynote* on Tuesday, August 4:

- At 10:00, **Apple Senior VP Fred Forsyth** will provide inside info on Macintosh hardware in **Macintosh: A Platform for Innovation**.

- 11:00 — Inimitable **Apple Fellow Alan Kay** offers a look toward the future in **Point of View is Worth 80 I.Q. Points**.

- 12:00 — Apple's Linda Neumann leads a stellar panel to discuss and demonstrate **Electronic Books: What's Here and Why It's So Exciting**.

- And at 1:00, *Macworld Magazine's* Jerry Borrell will host **A QuickTime Film Festival!**

And here's a quick overview of the concurrent sessions:

1. THE ANALYSTS' VIEW OF APPLE CONFERENCE

NEW! Leading industry analysts examine the impact of current developments happening both inside and outside Apple Computer, and paint an insightful picture of future directions that will have far-reaching effects on Macintosh users everywhere.

- The Future of Apple in the PC Market [Slot 10]
- Apple's Role in the Digital Revolution [Slot 16]
- Can Apple Successfully Become a Consumer Electronics Giant? [Slot 22]

2. THE DESIGN CONFERENCE

Insights, guidelines, and hard-earned secrets for — and from — graphic artists, advertising agencies, designers, production houses.

- Essential Skills for Mac Color Prepress [Slot 5]
- Color Input/Output and How to Get It [Slot 11]
- Crafty, Money-Saving Prepress Tips! [Slot 17]
- Graphic MACnificence: 3-D Modeling Demystified [Slot 25]
- Multimedia in Publication Design: From Print to Interactive Publishing [Slot 33]
- Mastering Professional Color on the Mac [Slot 41]
- Pushing the Desktop Envelope [Slot 49]
- Extending the Creative Edge [Slot 55]

3. THE MULTIMEDIA CONFERENCE

Macintosh magic combining video-audio-text-animation-graphics, including the latest technological developments and dazzling examples of multimedia in everyday life.

- HOT New Developments in Multimedia! [Slot 7]
- Multimedia: Avoiding the Startup Pitfalls [Slot 8]
- Introduction to Multimedia Design [Slot 13]
- Building a Multimedia Team [Slot 19]
- Authoring in Multimedia: Views from the Wobbly Edge [Slot 27]
- Multimedia on the Mac, Amiga, and IBM! [Slot 35]
- CD-ROM: Why It's Time to Buy A Drive [Slot 43]
- Anatomy of a Multimedia Presentation [Slot 51]
- QuickTime Makes It Happen! [Slot 57]
- Multimedia in the Corporate Environment [Slot 72]
- YES! Mac Multimedia Can Be Broadcast-Quality! [Slot 98]

4. THE CONNECTIVITY CONFERENCE

Users share insights on solving connectivity problems, and vendors discuss new developments in networking that will impact your business, your bottom line, and your Macintosh.

- Maximizing Mixed Gender Networks [Slot 6]
- Database Connectivity Across Platforms [Slot 12]
- Understanding Client/Server Technology [Slot 18]
- The Intergalactic LocalTalk Update and Clinic [Slot 26]
- Configuration, Asset, and Network Management on the Mac [Slot 34]
- Mac/PC Integration on a LAN, Part 1 [Slot 42]
- Mac/PC Integration on a LAN, Part 2 [Slot 50]
- The Mac and MIS: Macintosh and UNIX Workstations Battle for Your Desktop [Slot 56]

5. THE HOW-TO-GET- STARTED CONFERENCE

Complete guidelines for those who are brand-new to the Mac, or need a concentrated lesson on popular Mac applications.

- Multimedia: Avoiding the Startup Pitfalls [Slot 8]
- How to Get Started on Your Macintosh [Slot 14]
- How to Get Started with Accounting [Slot 20]
- How to Get Started with Desktop Publishing [Slot 28]
- Programming How-To's for Beginners [Slot 37]
- How to Get Started with Desktop Presentations [Slot 67]
- How to Get Started with Databases [Slot 75]
- How to Get Started with Telecommunications [Slot 84]
- A Friendly Guide to HyperCard [Slot 91]

6. THE ADVANCED USER CONFERENCE

Experienced users share their expertise to reveal hot new ideas and insider's tricks.

- Unleashing System 7's Power User Features [Slot 36]
- The Great Page Layout Olympics! [Slot 44]
- The PowerBook Power User Session [Slot 52]
- Advanced Desktop Publishing Tips and Tricks [Slot 58]
- Hot New Power User Tips! [Slot 66]
- Customizing Your Mac [Slot 74]
- Resolving System Conflicts [Slot 95]

7. THE PROGRAMMER/ DEVELOPER FORUM

The ultimate gathering place for veteran and novice Mac techies to share their latest brainstorm.

- Programming How-To's for Beginners [Slot 37]
- Scripting Savvy for In-House Developers [Slot 45]
- IAC, Apple Events, OCE: What They Mean to the Developer [Slot 53]
- Anti-Bugging Insights and Insiders' Tips [Slot 65]
- Meet the Programmers! [Slot 90]
- MacTutor LIVE! [Slot 97]

A GUIDE TO THE CONFERENCE PROGRAM

8. THE BIG BUSINESS CONFERENCE

Sessions dedicated exclusively to solving the problems of Mac users in large organizations.

- Computer/Telephone Integration [Slot 64]
- Multimedia in the Corporate Environment [Slot 72]
- Software Licensing: The Good, The Bad, and The Ugly [Slot 81]
- On-Line Services: The Users Report [Slot 88]

9. THE HOME OFFICE/ SMALL BUSINESS CONFERENCE

Hard-learned lessons on how to reduce the chaos in a Mac home/small business, along with a look at hardware and software especially designed to save you time and money.

- The Home Office/Small Business Survival Guide [Slot 73]
- Home Office Success Stories [Slot 82]
- How to Equip a Mac-Based Office [Slot 88]
- Time- and Life-Saving Tips for the Home Office/Small Business [Slot 96]

10. THE ENTERTAINMENT CONFERENCE

Trends, how-to's, and exciting examples of the Mac's uniquely helpful role in music, desktop video, slashing production costs, and more.

- Now Showing at the American Film Institute! [Slot 63]
- I Want My DTV! [Slot 71]
- The Mac Music and Sound Bible [Slot 80]
- Animation Tips and Tricks [Slot 87]
- YES! Mac Multimedia Can Be Broadcast-Quality! [Slot 98]

11. THE SPECIAL INTEREST GROUP CONFERENCE

For "birds of a feather" looking to compare Mac notes with others in a similar setting — to solve special problems, to see how colleagues across the country are getting more mileage out of the Mac, and to develop an invaluable "user network."

- The Mac in Health Care [Slot 9]
- The Mac in the Law Office [Slot 15]
- The Mac in Science/Technology [Slot 21]
- The Mac in Real Estate [Slot 29]

12. THE EDUCATION CONFERENCE

Thirteen education-specific sessions make this the world's largest and most information-rich collection of Macintosh topics designed especially for educators! An excellent and unprecedented opportunity for teachers, administrators, and students nationwide to show and be shown new and classic examples of the Mac as a teaching tool!

- QuickTime for Teachers [Slot 31]
- Planning Strategies for Schools [Slot 32]
- The Macintosh Student Forum [Slot 39]
- The Integrated Educational Environment: Apple IIs, Macs, and IBMs [Slot 40]
- HyperCard in Education [Slot 47]
- Learning Tools for Preschool and Early Childhood [Slot 48]
- Enhancing Teaching and Learning with Technology [Slot 54]
- Two Months to a CD-ROM: We Did It and So Can You! [Slot 69]
- Desktop Publishing for Educators [Slot 70]
- Multimedia Show-and-Tell [Slot 77]
- The Mac in Math and Science [Slot 78]
- Do-It-Yourself Multimedia [Slot 85]
- Shareware and Public Domain Software for Educators [Slot 86]

13. THE YOU-ASKED-FOIT CONFERENCE

Fact-filled sessions covering latest market developments and emerging technologies, and responding to your special requests.

- MACWORLD Expo User Group Extravaganza (MUSE) [Slot 59]
- The Reality in Virtual Reality [Slot 83]
- Artificial Life [Slot 94]
- YES! Mac Multimedia Can Be Broadcast-Quality! [Slot 96]

User Group Welcoming/Unwinding/Meeting Place (UGWUMP)

As a special service to the 1300+ Macintosh user groups nationwide, MACWORLD Expo is providing a unique opportunity for "people-networking." On Tuesday August 4 through Friday August 7, Meeting Room B at Bayside Expo Center will be set up as the UGWUMP (User Group Welcoming/ Unwinding/Meeting Place), so that you can:

- meet other members of user groups from near and far;
- exchange newsletters and literature with other groups;
- share ideas and success stories;
- hear about innovative programs which other user groups have started in their regions;
- discover the exciting network that is growing rapidly among user groups in the U.S. and Canada;
- learn how to start a group in your area;
- and more!

UGWUMP
(User Group Welcoming/
Unwinding/Meeting Place)
Meeting Room B/BEC

The UGWUMP will be open:

- Tuesday, Wednesday, and Thursday, August 4-6: 10:00 a.m. - 6:00 p.m.
- Friday, August 7: 10:00 a.m. - 3:00 p.m.

(The UGWUMP is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a conference ticket.)

CONFERENCE PROGRAM SCHEDULE

A = Auditorium (WTC) C = Commercial Complex (WTC) F = Bayside Meeting Room F (BEC) G = Bayside Meeting Room G (BEC) H = Harborview Ballroom (WTC) P = Pavilion (WTC)

Tuesday, August 4

Slot	Session	Room
10:00-10:50	1- Keynote Presentation: Macintosh: A Platform for Innovation --Fred Forsyth, Senior VP/ Mac Hardware, Apple Computer	P
11:00-11:50	2- Keynote Presentation: Point of View is Worth 80 I.Q. Points --Dr. Alan Kay, Apple Fellow	P
12:00-12:50	3- Keynote Panel: Electronic Books: What's Here and Why It's So Exciting	P
1:00-1:50	4- Keynote Session: A QuickTime Film Festival!	P
2:30-3:20	5- Design Conference: Essential Skills for Mac Color Prepress	C/1&2
	6- Connectivity Conference: Maximizing Mixed Gender Networks	H/2
	7- Multimedia Conference: HOT New Developments in Multimedia!	P
	8- Getting Started Conference: Multimedia: Avoiding the Startup Pitfalls	H/1
	9- SIG Conference: The Mac in Health Care	C/3
	10- Analysts' View Conference: The Future of Apple in the PC Market	A
4:00-4:50	11- Design Conference: Color Input/Output and How to Get It	C/1&2
	12- Connectivity Conference: Cross-Platform Databases	H/2
	13- Multimedia Conference: Intro to Multimedia Design	P
	14- Getting Started Conference: How to Get Started on Your Mac	H/1
	15- SIG Conference: The Mac in the Law Office	C/3
	16- Analysts' View Conference: Apple's Role in the Digital Revolution	A

Slot	Session	Room
5:00-5:50	17- Design Conference: Crafty, Money-Saving Prepress Tips!	C/1&2
	18- Connectivity Conference: Understanding Client/Server Technology	H/2
	19- Multimedia Conference: Building a Multimedia Team	P
	20- Getting Started Conference: How to Get Started with Accounting	H/1
	21- SIG Conference: The Mac in Science/Technology	C/3
	22- Analysts' View Conference: Can Apple Successfully Become A Consumer Electronics Giant?	A

[all Tuesday sessions are held at the World Trade Center]

Wednesday, August 5

Slot	Session	Room
10:00-10:50	World Trade Center: 25- Design Conference: 3-D Modeling Demystified	H/2
	26- Connectivity Conference: Intergalactic Local Talk Clinic	C/1&2
	27- Multimedia Conference: Authoring in Multimedia	A
	28- Getting Started Conference: Desktop Publishing	H/1
	29- SIG Conference: The Mac in Real Estate	C/3

Slot	Session	Room
11:30-12:20	Bayside Expo Center: 31- Education Conference: QuickTime for Teachers	F
	32- Education Conference: Planning Strategies for Schools	G

World Trade Center:

33-	Design Conference: Multimedia in Publication Design	H/2
34-	Connectivity Conference: Configuration, Asset and Network Management	C/1&2
35-	Multimedia Conference: Mac/Amiga/IBM Multimedia!	A
36-	Advanced User Conference: System 7's Power Features	H/1
37-	Programmer/Developer: Programming How-To's	C/3

1:00-1:50 Bayside Expo Center:

39-	Education Conference: The Macintosh Student Forum	F
40-	Education Conference: Apple IIs, Macs, and IBMs	G

World Trade Center:

41-	Design Conference: Mastering Professional Color	H/2
42-	Connectivity Conference: Mac/PC Integration on LAN, 1	C/1&2
43-	Multimedia Conference: Time to Buy a CD-ROM Drive!	A
44-	Advanced User Conference: The Great Page Layout Olympics!	H/1
45-	Programmer/Developer: Scripting Savvy	C/3

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Thursday, August 6

Slot	Session	Room
2:30-3:20	Bayside Expo Center:	
47-	Education Conference:	F
48-	HyperCard in Education	G
	Education Conference:	G
	Early Learning Tools	
	World Trade Center:	
49-	Design Conference:	H/2
	Pushing the Desktop Envelope	
50-	Connectivity Conference:	C/1&2
	Mac/PC Integration on LAN, 2	
51-	Multimedia Conference:	A
	Anatomy of a Presentation	
52-	Advanced User Conference:	H/1
	PowerBook Power User Session	
53-	Programmer/Developer:	C/3
	IAC: When to Use What	
4:00-4:50	Bayside Expo Center:	
54-	Education Conference:	F
	Enhancing with Technology	
	World Trade Center:	
55-	Design Conference:	H/2
	Extending the Creative Edge	
56-	Connectivity Conference:	C/1&2
	Mac vs. UNIX Workstations	
57-	Multimedia Conference:	A
	QuickTime Makes It Happen!	
58-	Advanced User Conference:	H/1
	Advanced Desktop Publishing	
59-	You-Asked-For-It:	C/3
	MUSE	

Slot	Session	Room
10:00-10:50	World Trade Center:	
63-	Entertainment Conference:	A
	Now Showing at the American Film Institute!	
64-	Big Business Conference:	H/2
	Computer/Telephone Integration	
65-	Programmer/Developer:	H/1
	Anti-Bugging Insights & Tips	
66-	Advanced User Conference:	C/1&2
	Hot New Power User Tips!	
67-	Getting Started Conference:	C/3
	Desktop Presentations	
11:30-12:20	Bayside Expo Center:	
69-	Education Conference:	F
	Two Months to a CD-ROM!	
70-	Education Conference:	G
	Desktop Publishing for Educators	
	World Trade Center:	
71-	Entertainment Conference:	A
	I Want My DTV!	
72-	Big Business Conference:	H/2
	Corporate Multimedia	
73-	Home Ofc/Small Business:	H/1
	The Home Office/Small Business Survival Guide	
74-	Advanced User Conference:	C/1&2
	Customizing Your Mac	
75-	Getting Started Conference:	C/3
	Databases	
1:00-1:50	Bayside Expo Center:	
77-	Education Conference:	F
	Multimedia Show-and-Tell	
78-	Education Conference:	G
	The Mac in Math and Science	

Slot	Session	Room
	World Trade Center:	
80-	Entertainment Conference:	A
	The Mac Music & Sound Bible	
81-	Big Business Conference:	H/2
	Software Licensing	
82-	Home Ofc/Small Business:	H/1
	Home Office Success Stories	
83-	You-Asked-For-It:	C/1&2
	The Reality of Virtual Reality	
84-	Getting Started Conference:	C/3
	Telecommunications	
2:30-3:20	Bayside Expo Center:	
85-	Education Conference:	F
	Do-It-Yourself Multimedia	
86-	Education Conference:	G
	Shareware/Public Domain Software	
	World Trade Center:	
87-	Entertainment Conference:	A
	Animation Tips and Tricks	
88-	Big Business Conference:	H/2
	On-Line Services: Users Report	
89-	Home Ofc/Small Business:	H/1
	How to Equip a Mac-Based Office:	
90-	Programmer/Developer:	C/3
	Meet the Programmers!	
91-	Getting Started Conference:	C/1&2
	A Friendly Guide to HyperCard	
4:00-4:50	World Trade Center:	
94-	You-Asked-For-It:	A
	Artificial Life	
95-	Advanced User Conference:	C/1&2
	Resolving System Conflicts	
96-	Home Ofc/Small Business:	H/1
	Time- and Life-Saving Tips	
97-	Programmer/Developer:	C/3
	MacTutor LIVE!	
98-	You-Asked-For-It:	H/2
	Broadcast Quality Mac Multimedia	

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TUESDAY

Tuesday, August 4

10:00-10:50

Slot 1, Keynote Pavilion.....WTC

Keynote Session:

Macintosh: A Platform for Innovation

An exploration of the technology that unlocks ideas and launches new markets, along with an insider's peek at the future of the Macintosh. Through live demonstrations, this session will demonstrate why the Macintosh is the most innovative personal computer in research, development, and delivery around the world.

Fred Forsyth, Senior Vice President and General Manager, Macintosh Hardware Division, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

[With Introduction and Welcome to the 8th Boston Macworld Expo by **James E. Martin**, President and Publisher, Macworld Communications, 501 Second St., San Francisco, CA 94107.]

Tuesday, August 4

11:00-11:50

Slot 2, Keynote Pavilion.....WTC

Keynote Session:

Point of View is Worth 80 I.Q. Points:

The User Interface as an Amplifier of Human Endeavor

Historically, humans have extended themselves in two principal ways. First, by creating *amplifying tools* — physical and abstract structures that can be *manipulated* — such as the lever, wheel, telescope, language, writing, mathematics. Second, by discovering how to get others to *absorb goals* — physical and abstract processes that can be *managed* — such as individuals, clubs, businesses, religions, countries, cultures. The metaphors of *manipulation* and *management* were immediately applied to human-computer communication in the late '50s when researchers first realized that the computer was a medium for extension and not just a calculation engine. The user interface — a simplifying metaphor theatrically portrayed — is the only "computer" most users ever see. Most of the successful designs so far have been of the manipulative amplifying tool type — Xerox PARC windows and pointing interface, spreadsheets, the Macintosh — but now there is an ever-increasing need for interfaces that can absorb goals and be managed.

In either case, the key has been to direct communication to more than just the symbolic parts of the brain — to the kines-

thetic (through pointing) and iconic (through pictures) mentalities as well. This has brought about the "Imaging Revolution in Learning," extending far beyond just making computers more friendly. Though not much has yet been discovered about how human mentalities really function, the little that is known is both nonintuitive and crucial to the design process. Though we seem to have the same level of intelligence as thousands of years ago, our much more powerful contexts greatly amplify our ability to think. A user interface matched to human psychology provides a context for thinking and acting whose amplification can be truly remarkable. As human and technological systems explode with capacity and complexity, the user interface designs of the future will be the principal path to simplicity and control.

Dr. Alan Kay, Apple Fellow, Apple Computer, Inc., 131 S. Barrington Pl., Suite 200, Los Angeles, CA 90049.

Tuesday, August 4

12:00-12:50

Slot 3, Keynote Pavilion.....WTC

Keynote Session:

Electronic Books: What's Here and Why It's So Exciting

What is an electronic book? Do electronic books have any benefits over their print counterparts? Is this just a new gimmick, or are electronic books a new form of communication which can indeed provide new levels of understanding? Are people really reading these things? In this lively session, several different types of electronic books will be shown: children's fiction, adult fiction, and consumer reference. Come see for yourself how electronic books represent an intriguingly innovative way of communicating information!

Linda Stone Neumann, Developer Relations Manager, Consumer Products Division, Apple Computer, Inc., 20400 Stevens Creek Blvd., Cupertino, CA 95014 (Moderator);

Florian Brody, Technical Director, Expanded Books, The Voyager Company, 1353 Pacific Coast Hwy., Santa Monica, CA 90401;

Robert Herndon, Senior Art Director, Time/Life Books, Warner New Media, 3500 Olive Ave., Suite 1050, Burbank, CA 91505;

John Lowry, Chairman and CEO, Disc Knowledge Research, 45 Sheppard Ave., East, Suite 410, Toronto, Ontario M2N 5W9;

R.A. Montgomery, Founder/Author, *Choose Your Own Adventure*, The Big Mind Group, Route 4, Box 72A, Santa Fe, NM 87501;

Mark Schlichting, Product Designer, Living Books Products, Broderbund Software, 500 Redwood Blvd., Novato, CA 94948.

Tuesday, August 4

1:00-1:50

Slot 4, Keynote Pavilion.....WTC

Keynote Session:

A QuickTime Film Festival!

Hooray for **QuickTime!** — the masterpiece of Apple's software architecture, enabling developers to incorporate multimedia capabilities such as sound, video, and animation into applications. The explosion of QuickTime and its companion products into the Macintosh marketplace means that after many years of hoopla, digital video is finally real. You don't have to be a trained video editor to make movies on the Macintosh, and you don't need to buy expensive video-editing hardware or pay for sessions at a professional editing studio. The beauty of these products is that they're aimed at both video illiterates and video professionals. Owners of any Mac model with a 68020 or higher CPU (and eventually any Macintosh) can import video clips and create, edit, and view QuickTime movies. This session will give you an opportunity to meet key members of Apple's QuickTime team and outstanding third-party developers, as they and host Jerry Borrell provide a fascinating one-hour demo on what's best about QuickTime, video, sound, and virtual reality. Special feature: highlights of the best and the brightest from *Macworld* magazine's recent QuickTime Conference and Film Festival!

Jerry Borrell, Editor-in-Chief, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Peter Hoddie, QuickTime Engineer, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Hans Peter Brondmo, Director of Engineering, DiVA Corporation, 222 Third St., Suite 3332, Cambridge, MA 02142;

Eric Hoffert, Video Compression Guru, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014.

Tuesday, August 4

2:30-3:20

Slot 5, Commercial Complex 1&2.....WTC

Design Conference:

Essential Skills for Mac Color Prepress

To become more than minimally competent in Macintosh-based color production, you must learn many different skills, including scanning, drawing, painting, page layout, design, calibration, image enhancement and retouching, color correction, and color separation. How is one person supposed to learn all this, especially someone without a background in traditional color production? In this session you'll learn specifically which skills are essential in each of

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these domains, and you'll get detailed information on hundreds of resources for gaining these skills — including training courses, books, magazines, associations, and user groups.

Michael Kieran, President, Desktop Publishing Associates, 1992 Yonge St., Suite 301, Toronto, Ontario M4S 1Z7.

Tuesday, August 4

2:30-3:50

Slot 6, Harborview Ballroom/2.....WTC

Connectivity Conference:

Maximizing Mixed Gender Networks

The reality of today's computing world is that Macintosh can not only survive in a multi-platform environment, but flourish. The panel will discuss how the Macintosh fits in at the level of hardware connections, software and data compatibility, common peripherals, along with network support. The panel's expertise covers a range of applications software, including databases, file servers, and hardware needs. The discussion will focus on issues of integrating Macintoshes in the multi-platform environment including the impacts on support, training, version control, and budgetary impacts of multiple platforms.

[Please note: this session will run 80 minutes, from 2:30 to 3:50]

Jamie Johnson, Vice President, byDesign Computer Systems, 440 Laurier Ave. West, Suite 200, Ottawa, Ontario K1R 7X6 (Moderator);

Garth Conboy, President, Pacer Software, Inc., 1900 West Park Dr., Suite 280, Westborough, MA 01581;

Doug Houseman, Director, Microcomputer Applications, Domino's Pizza Distribution, 30 Frank Lloyd Wright Dr., Ann Arbor, MI 48106;

Steve Nelson, Director, Product Marketing, Novell, Inc., 1340 Treat Blvd., Suite 500, Walnut Creek, CA 94596;

Frank Slaughter, Vice President, Engineering, Shiva Corporation, 155 Second St., Cambridge, MA 02141;

Tuesday, August 4

2:30-3:50

Slot 7, Keynote Pavilion.....WTC

Multimedia Conference:

HOT New Developments in Multimedia!

Apple and its third-party developers keep upping the ante for the Mac as a multimedia creation platform. New developments in multimedia are coming at us thick and fast. Multimedia technology is insinuating itself into every nook and cranny of the Macintosh world. This panel will feature vendors highlighting some of the newest technologies and products; specifically, it will feature some of the latest and hottest late-breaking developments of major import.

[Please note: this session will run 80 minutes, from 2:30 to 3:50]

Dr. William L. Coggs, President, New Media Research, 330 Distel Circle, Suite 150, Los Altos, CA 94022 (Moderator);

John Kupiec, Vice President, Marketing, nView Corporation, 11835 Canon Blvd., Newport News, VA 23606;

Mark Lee, Senior Manager, Multimedia Marketing, Northern Telecom Inc., P.O. Box 13010, Research Triangle Park, NC 27709;

Georgia McCabe, Integration & Systems Products Division, Eastman Kodak Company, 100 Carlson Rd., Bldg. C, Rochester, NY 14653;

Rob Penland, Founder and Director, Software Engineering, Spectral Innovations, 1885 Lundy Ave., Suite 208, San Jose, CA 95131;

Craig Rispin, General Sales Manager, OptImage Interactive Services Company, 1501 50th St., Suite 100, W. Des Moines, IA 50265.

Tuesday, August 4

2:30-3:20

Slot 8, Harborview Ballroom/1.....WTC

How-to-Get-Started Conference:

Multimedia: Avoiding the Startup Pitfalls!

One of the more difficult aspects of the developing multimedia world is the amassing of suitable information which would help in making intelligent choices for your own particular work situation. This talk outlines the speaker's experience in this quest for information, and presents lessons learned for those embarking on a similar journey. The talk describes in detail the following phases of conception and implementation of corporate in-house multimedia: • prework • choice of development environment • choice of target machine(s) • choice of type of multimedia application • choice of bells and whistles (functionality) driven by target machines • design choices driven by constraints and functionality • choice of peripherals (driven

by functionality, design choices) • specific problems with fonts, animation programs, QuickTime, MacroMind Player, INITs. Some of the specific hardware and software items discussed are: NuVista+ board, DiaQuest board, Radius Rocket, CPD-1302 monitor, Sony 9" tv, HyperCard, SuperCard, Plus, Authorware, MacroMind Director and Accelerator, Swivel 3D Pro, Presenter Pro, Infini-D, Filmaker, Animation Works, Jaggies Are Gone, Photoshop, Oasis, Mariah, Fetch.

Dr. David Martin, Senior Training Officer, Atomic Energy Control Board, P.O. Box 1046, Station B, Ottawa, Ontario K1P 5S9.

Tuesday, August 4

2:30-3:50

Slot 9, Commercial Complex/3.....WTC

Special Interest Group Conference:

The Mac in Health Care

The Macintosh is extremely popular among health care providers, and with good reason. Multimedia tools permit detailed communication of extraordinarily complex information for patient education and continuing medical education. The first half of this session will be devoted to demonstrations by five users of a variety of uses of the Mac in health care: QuickTime-based educational tools, speech input and output, and high-quality practice marking. The second half will consist of a wide-ranging discussion of the Mac in health care, with significant audience participation. [Please note: this session will run 80 minutes, from 2:30 to 3:50]

Scott Finley, M.D., M.P.H., Assistant Vice President, Clinical Information Advantages, Inc., 51 Sawyer Rd., Suite 450, Waltham, MA 02154 (Moderator);

Bruce S. Allen, M.D., Allzn Dermatol-ogy and Skin Cancer Center, 520 Charter Blvd., Suite 100, Macon, GA 31210;

Michael W. Brown-Beasey, Director of Computing Technologies, Brain-Behavior Institute, Department of Psychiatry, Harvard Medical School, McLean Hospital, 115 Mill St., Belmont, MA 02178;

Professor Elliot K. Fishman, M.D., Department of Radiology, The Johns Hopkins Hospital, 600 North Wolfe St., Baltimore, MD 21205;

Stuart Gitlow, M.D., M.P.H., University of Pittsburgh, 3811 O'Hara St., Pittsburgh, PA 15213

Alan Shelton, M.D., Chief, Eye Services, Moore-White Medical Group, 1133 Ninth St., Suite 202, Santa Monica, CA 90403.

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Tuesday, August 4

2:30-3:20

Slot 10, Auditorium.....WTC

The Analysts' View of
Apple Conference:

The Future of Apple in the PC Market

The Mac has grown up now. Its users are anywhere and everywhere, and its interface has provided the model for future systems. But this hasn't made Apple King of the Personal Computer Market; in fact, it may make it harder. What is Apple's long-term role in the PC market — the technology leader? the loyal opposition? just one of the gang? Join our PC industry experts as we ponder the future of Apple and the PC industry. No presentations. Everybody gets to make one statement and then the fun begins. This is Part One of a three-part afternoon series on Apple's future. You'll want to join us!

Amy Wohl, President, Wohl Associates, Inc., 146 Montgomery Ave., Bala Cynwyd, PA 19004 (Moderator);

Stewart Alsop II, Editor, *InfoWorld*, 3 Lagoon Dr., Suite 160, Redwood City, CA 94065;

Tim Bajarin, Publisher, *Multimedia Computing & Presentations*, Creative Strategies International, 2900 Gordon Ave., Suite 100, Santa Clara, CA 95051;

Bill Laberis, Editor-in-Chief, *ComputerWorld*, 375 Cochituate Rd., Framingham, MA 01701;

Jeffrey Tarter, Publisher, *Soft•letter*, 17 Main St., Watertown, MA 02172;

William F. Zachmann, President, Canopus Research, P.O. Box 2805, Duxbury, MA 02131.

Tuesday, August 4

4:00-4:50

Slot 11, Commercial Complex/1&2.....WTC

Design Conference:

Color Input/Output and How to Get It

For a closer look at the hardware that delivers professional color, electronic prepress experts show how to get great results. Get better scans by understanding gray balance and gamma better, and calibrating your entire system from scanner to imagesetter. Understand why resolution is more complicated than just dots per inch. Find out what limitations PostScript Level 1 has, and why output devices hang up or deliver error messages instead of printing your job. Here are tips for color trapping, line frequency, irrational vs. rational screen angles, dot gain, emulsion up or down film, traditional stripping, and how to win over your printer. Film output devices are changing fast and getting faster; find out why. If you are

involved in the world of scanning, film generation, separations and printing, this is the session that will plug some holes with tried and true techniques for what works.

Jonathan Rogers, President and Art Director, and **Courtland Shakespeare**, Vice President and Creative Director, WYSIWYG Studios, 20 Maud St., Suite 400, Toronto, Ontario M5V 2M5.

Tuesday, August 4

4:00-4:50

Slot 12, Harborview Ballroom/2.....WTC

Connectivity Conference:

Database Connectivity Across Platforms

Why develop two or three applications for different computers? Today several vendors have solutions which allow for one application and one set of datafiles to work on multiple platforms — accessing data from a Mac, Windows, DOS, and OS/2 simultaneously! Don't be penalized for the platform you choose. Come hear a panel of leading industry vendors talk about what's new in cross-platform databases. See what's possible and how best to get it done!

Paul Parisi, Vice President, Datalex Corporation, 62 High St., Suite 4, Topsfield, MA 01983 (Moderator).

Tuesday, August 4

4:00-4:50

Slot 13, Keynote Pavilion.....WTC

Multimedia Conference:

Introduction to Multimedia Design

Getting into a multimedia project is going to require a person to make a host of decisions — including project size, delivery medium, talent necessary, and appropriate tools/technology. This workshop will briefly address ramifications of project size and talent requirements. The main focus, however, will be on **constructive design**. Constructive design (as compared to artistic design) is based on: choosing the right delivery medium and the tools available to create professional-looking productions, as well as understanding general limitations media projects face in the real world. Applications from the Mac environment will be featured, as well as more advanced user tips including: Mac to video guidelines, designing for cross-platform output, creating 1-bit color graphics, and answers to common palette problems.

Bob Judd, President, Bob Judd Productions, 6 Greenleaf Woods Dr., Portsmouth, NH 03801.

Tuesday, August 4

4:00-4:50

Slot 14, Harborview Ballroom/1.....WTC

How-to-Get-Started Conference:

How to Get Started on Your Mac

A basic class for beginners and those who never really took the time to read the Macintosh manual. The instructor starts with the Mac as it comes out of the box, and teaches you how to operate the mouse, the keyboard, and the printer. In this session you'll learn how to set up folders, files, and filing systems, and how to organize your desktop. You'll also learn the basics of system management, copying programs, and computer care. A MUST for all beginning to intermediate users!

Clair Crookston, Executive Vice President, MacAcademy, 477 South Nova Rd., Ormond Beach, FL 32174.

Tuesday, August 4

4:00-4:50

Slot 15, Commercial Complex/3.....WTC

Special Interest Group
Conference:

The Mac in the Law Office

An opportunity for lawyers, legal assistants, law firm administrators, and law professors and students to gather and listen to how lawyers use Macintosh to enhance their practice, followed by an open question-and-answer session. Topics discussed will include running small, medium, and large law firms with Macintosh, and how an in-house law department uses Macintosh litigation solutions.

James M. Burger, Esq., Director, Government Law, Apple Computer, Inc., 1892 Preston White Dr., Reston, VA 22091 (Moderator);

Kathy Culliton, Paralegal, Legal Department, Liberty Mutual Insurance Company, 399 Boylston St., Boston, MA 02117;

John H. Lindstrom, Esq., Attorney-at-Law, Briggs & Morgan, 2400 IDS Center, Minneapolis, MN 55402;

David Weinstein, Esq., Attorney-at-Law, Perkins Smith & Cohen, One Federal St., Boston, MA 02110.

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Tuesday, August 4
4:00-4:50

Slot 16, Auditorium.....WTC

The Analysts' View of
Apple Conference:

Apple's Role in the Digital Revolution

Apple has been a leading proponent of the digital revolution, having created some of the most important technologies needed to help usher in the promise of a digital world. As a computer company, how can Apple continue to play a leading role and (more importantly) establish some of the standards that will be used by various industries in digital technologies of the future? With one of their partners cozying up to cable giant Time-Warner, is Apple in a position to be overshadowed by Big Blue and the new partners they plan to work with? Can Apple be a catalyst in bringing the folks from the telecommunications, computer, consumer electronics, and entertainment fields together? If so, what specific role will Apple have in unifying these diverse industries? Join our panelists as they take a critical look at Apple's role in the digital revolution and help our audience discern the continuing position, if any, Apple and its technology will play as the world goes digital.

Tim Bjarin, Publisher, *Multimedia Computing & Presentations*, Creative Strategies International, 2900 Gordon Ave., Suite 100, Santa Clara, CA 95051 (Moderator);

Daniel Farber, Editor-in-Chief, *MacWEEK*, 301 Howard St., San Francisco, CA 94105;

Amy Wohl, President, Wohl Associates, Inc., 146 Montgomery Ave., Bala Cynwyd, PA 19004;

Tuesday, August 4
5:00-5:50

Slot 17, Commercial Complex/1&2.....WTC

Design Conference:

Crafty, Money-Saving Prepress Tips

PostScript-based color production is accepted now in a growing range of Mac publishing businesses. The quality of Macintosh color can be excellent, and it can save you time and money — but only if you approach it in the right way. In this session, noted experts share their insights on the technology and techniques that make Mac color publishing work today.

Joe Mattazoni, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Russell Brown, Senior Art Designer, Adobe Systems, Inc., 1585 Charleston Rd., Mountain View, CA 94043;

Steve Hannaford, Co-Publisher, *MacPrePress*, 234 Benjamin West Ave., Swarthmore, PA 19081;

Charles Weger, Manager, Advanced Technology, Lanman Progressive, 120 Q Street, N.E., Washington, DC 20002.

Tuesday, August 4
5:00-5:50

Slot 18, Harborview Ballroom/2.....WTC

Connectivity Conference:

Understanding Client/Server Technology

Do you feel that your current Macintosh database is performing too slow? Especially in the areas of reporting and summarizing the information in your database? Do you have a need to implement a database management system that will grow with your department or company? Are there corporate databases that you would like to access from your Macintosh? Client/server database technology is a breakthrough for drastically increasing performance, while retaining the easy-to-use Macintosh graphical interface. From Mac-only based solutions, to using the Macintosh as a front end to powerful mainframe computers, client/server solutions provide speed and upgradability far beyond traditional Macintosh database products. This session is designed for the individual who is beginning to explore the possibilities of using the Macintosh to interactively access powerful databases such as Oracle, Sybase, and others through the use of familiar database and productivity tools. A review of database technology will be followed by discussions of the client/server advantages. SQL, DAL, and other database terminology and their roles will be reviewed.

Rick Kollmeyer, Co-Founder, The Support Group, 2344 Washington St., Newton Lower Falls, MA 02162.

Tuesday, August 4
5:00-5:50

Slot 19, Keynote Pavilion.....WTC

Multimedia Conference:

Building a Multimedia Team

Somewhere there exists the perfect multimedia producer: someone who is a graphic designer, musical composer, brilliant animator, code hacker, interactive planner, savvy copywriter, convincing salesperson, electronic production artist, videographer/editor, hardware builder, market researcher, and account representative. Until that person is found, however, the rest of us have to do the job. This session will examine recently-produced multimedia productions, explain

how they were made, and point out the variety of people, expertise, and equipment needed to complete them. A discussion will follow, focusing on the logical process and personnel of developing multimedia projects for business, government, and museum applications. The purpose of the session is to introduce graphic designers, advertisers, and other media makers to the definitions, possibilities, and need for visual expertise in the growing field of multimedia — it will overview multimedia's functions and foibles, and provide user feedback on the tools needed to survive and prosper.

Jim Waldron, Interactive Media Consulting, 201 W. 21st Street, New York, NY 10011;

Doris Mitsch, Associate Creative Director, Clement Mok Design, 600 Townsend Penthouse, San Francisco, CA 94109.

Tuesday, August 4
5:00-5:50

Slot 20, Harborview Ballroom/1WTC

How-to-Get-Started Conference:

How to Get Started with Accounting

Thinking about computerizing your accounting? Learn the pitfalls and steps to success. Toss the sales hype aside; hear the pros and cons of the major accounting software packages and how to pick the best package for your business. In addition, this session will discuss the real costs, who needs to be involved, how much time it will take, and how to do it successfully.

Peggi Sturm, President, Peggi Sturm & Associates, 10810 Ayres Ave., Los Angeles, CA 90064.

Tuesday, August 4
5:00-5:50

Slot 21, Commercial Complex/3.....WTC

Special Interest Group
Conference:

The Mac in Science/Technology

This session will cover several different applications of the Macintosh in laboratory and scientific settings, including: the actual use of Macs in space environments (such as onboard the Space Shuttle) as well as space-related applications developed by NASA; the experience of Draper Labs, The Wild Dolphin Project, Thomson Electronics, and others using special boards with analog and digital inputs and outputs to bring real-world data into the personal computer, to perform analysis, and to aid in data interpretation; and a demo of two hypermedia systems developed by the U.S. Geological Survey to enhance communi-

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

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cation of earth science concepts (such as earthquakes, the hydrologic cycle, map reading) to both the research and the elementary education communities.

Dan Littman, Associate Editor/News, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Andrew Davis, Macintosh Scientific and Technical Users Association, 49 Midgley Ln., Worcester, MA 01604;

Dave Lavery, Deputy Manager, Automation & Robotics, NASA Headquarters - Code RC, 600 Independence Ave., Washington, DC 20546;

Denise A. Wiltshire, Technical Information Specialist, U.S. Geological Survey, 801 National Center, 12201 Sunrise Valley Dr., Reston, VA 22092.

Tuesday, August 4

5:00-5:50

Slot 22, Auditorium.....WTC

The Analysts' View of Apple Conference:

Can Apple Successfully Become a Consumer Electronics Giant?

In January 1992, Apple Computer Chairman and CEO John Sculley announced that Apple would aggressively compete in the consumer electronics market. He coined the term PDA (Personal Digital Assistant) and said that Apple would develop and sell many PDAs over the next few years. Apple has even set up a new division, called Apple PIE, to market these new consumer products. While Apple has done an extraordinary job making and selling computers, the world of making and selling consumer electronic products is foreign to them. Can they make the transition successfully? Will their PDAs be far enough ahead of the competition to help them stay in the lead? Will the consumer marketing channels embrace Apple's new products and sell them as aggressively as Apple's computer dealers have over the years? Join our panel of experts as they share their views on Apple's move into this new arena. Hear them discuss the Apple PDA strategy and look at it in the light of new competition coming from the likes of Tandy and Casio, as well as most of the traditional PC makers who also want a part of this new personal digital assistant marketplace. Come and see if they believe Apple has the ability to become a major consumer marketer, or if this is just a PIE in the sky dream of Apple Chairman John Sculley.

Tim Bjarin, Publisher, *Multimedia Computing & Presentations*, Creative Strategies International, 2900 Gordon Ave., Suite 100, Santa Clara, CA 95051 (Moderator);

Heidi Roizen, President, T/Maker Graphics, 1390 Villa St., Mountain View, CA 94041;

Richard Stepler, Executive Editor, *Popular Science*, Two Park Ave., New York, NY 10016.

WEDNESDAY

WORLD TRADE CENTER:

Wednesday, August 5

10:00-11:20

Slot 25, Harborview Ballroom/2.....WTC

Design Conference:

Graphic MACnificance: 3-D Modeling Demystified

3-D modeling and rendering is an area of computer graphics that many artists have shied away from because of its complexity and steep learning curve. Most of us assume that beautiful 3-D images can be produced only by technical wizards with years of computer experience. But 3-D programs are becoming easier to learn and more accessible to ordinary artists familiar with traditional 2-D drawing programs. In this session, several artist/designers provide step-by-step tutorials showing how you can create an impressive 3-D illustration. [Please note: this session will run 80 minutes, from 10:00 to 11:20]

Cathy Abes, Associate Editor/Departments, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Tom Cushwa, Owner, Cushwa Studios, 303 Park Ave. South, Suite 511, New York, NY 10010;

Adam Lavine, President, Specular International, P.O. Box 888, Amherst, MA 01004;

Steve Mockensturm, Graphic Artist, Mitchell & Company, 136 North Summit, Toledo, OH 43604.

Wednesday, August 5

10:00-11:20

Slot 26, Commercial Complex/1&2.....WTC

Connectivity Conference:

The Intergalactic LocalTalk Update and Clinic

This special panel of LocalTalk "doctors" (i.e., bona fide users fresh from the trenches of LocalTalk in Real Life) has been assembled specifically to answer your questions about LocalTalk (e.g.: What can go wrong with my router? Why can't I find my printer? Where's my file server? Why is my network so slow? Why can't my PC find my Macintosh? How can I get more performance without spending money? What administration tools are really available, and do they work? etc.) The 80-minute answerfest will begin with an update on the latest new LocalTalk-related products — including SNMP tools, packet switches,

AppleTalk Remote, network management tools, wireless LocalTalk — then shift to an open Q&A session with the audience. This is the place to bring all the LocalTalk questions you've been storing up because you didn't know who to ask! [Please note: this session will run 80 minutes, from 10:00 to 11:20]

Kurt VanderSluis, President, The Network Group, 128 North 82nd, Seattle, WA 98103 (Moderator);

Major Bob Hernandez, Technology Manager, Army Intelligence Center (CSDA-AI), Washington, DC 20310;

Lori Collins, National Institutes of Health, Building 12A, Room 3039, Bethesda, MD 20892;

Doug Houseman, Director, Microcomputer Applications, Domino's Pizza Distribution, 30 Frank Lloyd Wright Dr., Ann Arbor, MI 48106;

Jamie Johnson, Vice President, byDesign Systems, 440 Laurier Ave. West, Suite 200, Ottawa, Ontario K1R 7X6;

Elizabeth Kaufman, BioMedical Computing, Yale University Medical School, 333 Cedar, New Haven, CT 06510;

Harry Wilson, Little Brown & Co., 41 Mt. Vernon St., Boston, MA 02108.

Wednesday, August 5

10:00-11:20

Slot 27, Auditorium.....WTC

Multimedia Conference:

Authoring in Multimedia:

Views from the Wobbly Edge

Panelists will discuss issues pertaining to building interface designs, multimedia content, and potential market opportunities. Executive Information Systems (EIS) interface issues as well as advanced authoring strategies and techniques are a few of the topics that will be presented. [Please note: this session will run 80 minutes, from 10:00 to 11:20]

Chipp Walters, Senior Partner, Design Edge, 1202 San Antonio St., Austin, TX 78701 (Moderator);

Dan Backus, Consultant, Interactive Resources, Inc., 1899 Powers Ferry Rd., Marietta, GA 30067;

Anand Kasbekar, Principal, Research Engineers, 8821 Midway West Rd., Raleigh, NC 27613;

James LeMay, President, Design Access, 1158 West Farwell, Chicago, IL 60626;

Tay Vaughan, President, Timestream, 1832 Woodhaven Way, Oakland, CA 94611;

Floyd Wray, Consultant, 8805 Old Manor Rd., Austin, TX 78724.

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Wednesday, August 5

10:00-10:50

Slot 28, Harborview Ballroom/1.....WTC

How-to-Get-Started Conferences:

How to Get Started with Desktop Publishing

Do you want to know what you *really* need just to get started? How to decide between PageMaker, Quark, or another package? Why a scanner is an important investment? What kind of fonts you need and where to get them? Which publications will keep you abreast of the field? Where to find support groups? If so, attend this session for an excellent overview and an informative, fast-paced tour.

Robin Williams, Author/Consultant, 1275 Fourth St., Suite 323, Santa Rosa, CA 95404.

Wednesday, August 5

10:00-10:50

Slot 29, Commercial Complex/3.....WTC

Special Interest
Group Conferences:

The Mac in Real Estate

Real estate sales professionals are being offered many new tools, such as the Macintosh and PowerBook, to help manage client and property information. Greater focus on this market by Apple, plus an ever-increasing variety of software, bring more options at lower costs than ever before. This session will provide an overview of Mac capabilities in real estate sales, provide a look at specific usage at selected showcase sites, and demonstrate both vertical market software and templates for general purpose software. An invaluable 50 minutes for developers and users alike!

Joe Hallett, Consultant, 22370 S.W. Grahams Ferry Rd., Tualatin, OR 97062 (Moderator);

Jay Burnham, DeWolfe New England, 131 Dodge St., Beverly, MA 01915;

Ann Landau, Carlson Real Estate, 1775 Massachusetts Ave., Lexington, MA 02173;

Eliot J. Kaplan, Integrated Solutions, 712 Hillcrest Dr., Topanga, CA 90290;

Terrence R. Sullivan, RE/MAX Advantage Real Estate, 2 Enon St., Beverly, MA 01915.

BAYSIDE EXPO CENTER/ EDUCATION CONFERENCE:

Wednesday, August 5

11:30-12:50

Slot 31, Room F.....BEC

Education Conferences:

QuickTime for Teachers

(for full details see

"The Education Conference," page 122)

Wednesday, August 5

11:30-12:20

Slot 32, Room G.....BEC

Education Conferences:

Planning Strategies for Schools

(for full details see

"The Education Conference," page 122)

WORLD TRADE CENTER:

Wednesday, August 5

11:30-12:20

Slot 33, Harborview Ballroom/2.....WTC

Design Conference:

Multimedia in Publication Design:

From Print to Interactive Publishing

The producers of the pioneering Macintosh CD-ROM magazine, *Verbum Interactive*, as well as the first CD-I based magazine, *CD-I World*, will review their design and production experiences. Topics covered — replete with many tips and techniques — will include screen and interface design, digital video, animation, text, sound and music, technological capabilities and limitations, and design and production strategies for both print and multimedia. Demonstrations of actual production processes will be included in this information-intensive session.

Michael Gosney, Editor and Publisher, *Verbum* magazine and *Verbum Interactive*, 670 Seventh Ave., 2nd Floor, San Diego, CA 92101;

Brad Buckman, Co-Founder, Big Hand Productions, 14900 Landmark Blvd., Suite 600, Dallas, TX 75240;

Linnea Dayton, Editor-in-Chief, *Step-By-Step Electronic Design*, 608 Barbara Ave., Solana Beach, CA 92075;

Bert Monroy, Artist/Author, 121 Fourth Pl., Brooklyn, NY 11231;

Sharon Steuer, Artist/Consultant, 205 Valley Rd., Bethany, CT 06525.

Wednesday, August 5

11:30-12:20

Slot 34, Commercial Complex/1&2.....WTC

Connectivity Conferences:

Configuration, Asset, and Network Management

This session will focus on the subject of how to use the network for effective asset management, as well as workstation configuration control. We will explore some of the tools available, as well as relate some of our first-hand experience with network management — what worked and what didn't.

David R. McGee, Macintosh Network Manager, MSRC and EMSL Project, and **Mary Sue Hoxie**, Network Manager, Pacific Northwest Laboratory, Battelle Blvd., Richland, WA 99352.

Wednesday, August 5

11:30-12:50

Slot 35, Auditorium.....WTC

Multimedia Conference:

Multimedia on the Mac, Amiga, and IBM!

Can the Mac be used to develop multimedia projects for other platforms, such as DOS, MPC, Amiga, CDTV, or CD-I (to name a few)? Or is it all smoke and mirrors? and if the latter, which side has the smoke, and which has the mirrors? Vendors claim that multimedia can be created on the Mac for multiple platforms, and professional multimedia developers have done it. This session will explore the tools for cross-platform development and present the opinions of the pros on how these tools can be used widely. [Please note: this session will run 80 minutes, from 11:30 to 12:50]

Tony Bove, Editor and Publisher, *Bove & Rhodes Inside Report and Macromedia User Journal*, 3077 South Hwy. 1, Gualala, CA 95445 (Moderator);

Jud Alford, Macintosh Product Manager, NewTek, Inc., 215 S.E. 8th St., Topeka, KS 66603;

Kailash Ambwani, President, Gold Disk, Inc., 20675 S. Western Ave., Suite 120, Torrance, CA 90501;

Bill Fulco, Chief Scientist, New Video Corporation, 220 Main St., Suite C, Venice, CA 90291;

John Robotham, Senior Product Manager, Avid Technology, Inc., 3 Burlington Woods, Suite 330, Burlington, MA 01803;

Randy Ubillos, Lead Engineer/Premiere, Adobe Systems, Inc., 1585 Charleston Rd., Mountain View, CA 94039;

Eric Alderman and **Jim Edlin**, Princi-

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pals, The HyperMedia Group, 5900 Hollis St., Suite O, Emeryville, CA 94608;

John Donovan, Amiga Editor, *Verbum*, 670 Seventh Ave., San Diego, CA 92101;

Terry Schussler, Principal, Grey Matter Consulting, P.O. Box 371390, Montara, CA 94037;

Wednesday, August 5

11:30-12:20

Slot 36, Harborview Ballroom/1.....WTC

Advanced User Conferences:

Unleashing System 7's Power User Features

System 7.0 provides an exciting and powerful operating environment for all Macintosh users. Operating system features such as aliases, virtual memory, advanced desktop operations, and file sharing provide a tremendous platform for the power user. Learn how to use these features to customize your Macintosh environment and to make you more productive than ever before!

Rich Coulombre, Co-Founder, The Support Group, 2344 Washington St., Newton Lower Falls, MA 02162.

Wednesday, August 5

11:30-12:20

Slot 37, Commercial Complex/3.....WTC

Programmer/Developer Forums:

Programming How-To's for Beginners

Interested in learning to program the Mac, but not sure how to start? In this session you will learn about programming languages, assemblers, compilers, visual programming languages, object-oriented programming, and application shells. We'll talk about how to choose a development environment, what books will help you get started, and where you can get in touch with other programmers; we'll wind up with a question-and-answer session.

Loftus E. Becker, Jr., Author and Mac programmer, c/o University of Connecticut Law School, 65 Elizabeth St., Hartford, CT 06105.

BAYSIDE EXPO CENTER/ EDUCATION CONFERENCE:

Wednesday, August 5

1:00-1:50

Slot 39, Room F.....BEC

Education Conferences:

The Macintosh Student Forum

(for full details see
"The Education Conference," page 122)

Wednesday, August 5

1:00-1:50

Slot 40, Room G.....BEC

Education Conferences:

The Integrated Classroom: Apple IIs, Macs, and IBMs

(for full details see
"The Education Conference," page 122)

WORLD TRADE CENTER:

Wednesday, August 5

1:00-1:50

Slot 41, Harborview Ballroom/2.....WTC

Design Conferences:

Mastering Professional Color on the Mac

Bigger and better color on the Mac is inevitable, but producing quality work isn't easy. Here are tips and techniques from expert users who produce color projects every day. They will show what works and what doesn't. Real numbers. Real values. What to enter in dialog boxes. Why one tool works better than another. Discussing software, topics will include Adobe PhotoShop, Adobe Illustrator, and Quark XPress. Scanned images require great attention to details like gray balance, range, retouching, feathering, and unsharp masking, as well as knowing how subtractive color (RGB) is translated into additive color (CMYK). Constructing vector art with Bezier spline curves and blending shapes and colors also requires care for details. It's easy to create documents that won't print; get some advice on how to avoid PostScript errors. Then there's the central intersection of all program applications: your layout software, which is the final stage before going out to your service bureau or printer. Help them to help you by understanding their needs a little better, too. This isn't just a talk session; bring pad and pen!

Jonathan Rogers, President and Art

Director, and **Courtland Shakespeare**, Vice President and Creative Director, WYSIWYG Studios, 20 Maud St., Suite 400, Toronto, Ontario M5V 2M5.

Wednesday, August 5

1:00-1:50

Slot 42, Commercial Complex/1&2.....WTC

Connectivity Conferences:

Mac/PC Integration on a LAN, Part 1

The purpose of this session, showing real-world examples of a mixed-client LAN, is to demonstrate the ease of integration of Macintosh and Intel-based client computers on a Novell NetWare-based LAN. The topologies (Ethernet 10BaseT, Token Ring 4 or 16 MB/sec, and LocalTalk) incorporated in this demo show that — whether the Mac or DOS computers are on the same or different topologies — having both client computer platforms on the same LAN system is a workable solution. The two-part presentation (Part 2 immediately follows as Slot #50, from 2:30 to 3:20) is geared to two types of audiences: Part 1 for beginner to intermediate users having to deal with both Macs and PCs in the organization, and Part 2 for intermediate to experienced network/LAN managers having to provide solutions to the mixed client environment in their company.

Jeffrey L. Carrell, Senior Engineer, Communications Systems, American Airlines, 4200 Amon Carter Blvd., Ft. Worth, TX 76155.

Wednesday, August 5

1:00-1:50

Slot 43, Auditorium.....WTC

Multimedia Conferences:

CD-ROM: Why It's Time to Buy a Drive

Find out why CD-ROMs offer the most exciting combination of text, graphics, video, animation, and music on the Macintosh today. First, the Beginner's Guide to CDs will tell you everything you've been wanting to know about CD-ROMs — what they are, why they don't play on an audio CD player, and how come so many of them are being published all of a sudden. Then you'll hear from today's most creative developers about what they're doing today with CD-ROMs, and what they dream about doing tomorrow.

Cheryl England, Senior Associate Editor/Features, and **Liza Weiman**, Associate Editor, *Macworld*, 501 Second St., San Francisco, CA 94107 (Co-Moderators);

Shannon Gilligan, President, Whitbread Books, Route 4, Box 72A, Santa Fe, NM 87501;

Mark Schlichting, Product Designer,

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Living Books Products, Broderbund Software,
500 Redwood Blvd., Novato, CA 94948.

Wednesday, August 5

1:00-1:50

Slot 44, Harborview Ballroom/1.....WTC

Advanced User Conferences

The Great Page Layout Olympics!

In this session you can see side-by-side comparisons of the leading page layout packages presented by professionals who use them every day. Each speaker will show a sample of work done in a particular program and discuss the software's ability to tackle common publishing tasks. Panelists will cast Olympic-style votes on features such as ease of use, typographic controls, text flow, import/export capabilities, and the ability to handle a variety of documents. Come learn about the latest in Macintosh desktop publishing software and cast your vote for the program that will answer your publishing needs!

Terri Lonier, Marketing Manager,
Portfolio Systems, 10062 Miller Ave., Suite
201, Cupertino, CA 95014 (Moderator);

Eric Taub, Author/Consultant, 353 W.
51st St., Suite 102, New York, NY 10019;

Robin Williams, Author/Consultant,
1275 Fourth St., Suite 323, Santa Rosa, CA
95404.

Wednesday, August 5

1:00-1:50

Slot 45, Commercial Complex/3.....WTC

Programmer/Developer Forums

Scripting Savvy for In-House Developers

An insightful look at some of the ins and outs of using scripting instead of traditional programming to complete applications. When will scripting work? Which scripting package is the right one to make a particular job happen? Included in this discussion will be HyperCard, Series, Prograph, Excel, Frontier, and AppleScript; please bring your questions about these and other packages, and what you're trying to accomplish with them. This session is intended to answer the questions of the audience, as well as to provide an update on the new technology available.

Doug Houseman, Director, Microcomputer Applications, Domino's Pizza Distribution, 30 Frank Lloyd Wright Dr., Ann Arbor, MI 48106 (Moderator);

William Cook, Lead Engineer, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95015;

Joe Firmage, Chairman, Series Corporation, 488 E. 6400 South, Suite 100, Salt

Lake City, UT 84107;

Lynn McKaig, Manager, TechSupport,
TGS Systems, 2745 Dutch Village Rd., Suite
200, Halifax, NS B3L 4G7;

John Pence, Director, R&D, CE
Software, 1854 Fuller Rd., West Des Moines, IA
50265;

Joel Spolsky, Program Manager/
Microsoft Excel, Microsoft Corporation, One
Microsoft Way, Redmond, WA 98052;

Mark Thomas, Scripting Evangelist,
Apple Computer, Inc., 20525 Mariani Ave.,
Cupertino, CA 95015;

Dave Winer, President, UserLand
Software, Inc., 490 California St., Palo Alto, CA
94306.

BAYSIDE EXPO CENTER/ EDUCATION CONFERENCE:

Wednesday, August 5

2:30-3:20

Slot 47, Room F BEC

Education Conferences

HyperCard in Education

(for full details see
"The Education Conference," page 122)

Wednesday, August 5

2:30-3:20

Slot 48, Room G.....BEC

Education Conferences

Learning Tools for Pre-School and Early Childhood

(for full details see
"The Education Conference," page 123)

WORLD TRADE CENTER:

Wednesday, August 5

2:30-3:20

Slot 49, Harborview Ballroom/2.....WTC

Design Conferences

Pushing the Desktop Envelope

Every year brings new advances in hardware and software for the graphic design and production community. This past year has seen dramatic breakthroughs in four-color magazine and catalog production, photomanipulation, digital video presentations, and increasing sophistication on the part of printers and prepress production houses. This session will explore some of the ways the

desktop publishing envelope has been pushed in the past year, including: • **Magazines:** The past year has seen many four-color magazines move production to the Macintosh desktop; for example, the redesign of *Time* was accomplished using QuarkXPress. Eleanor Ramsay art-directs a number of four-color magazines that are fully produced on the Mac, including *Continental Airlines Profile* in-flight magazine and *American Sailor*. She will discuss what it takes to produce — and output and print — a complex magazine on the desktop. • **Multimedia:** Design firms produce handsome materials in print and as 35mm slides and overheads. With the advent of QuickTime-based video, design firms are deciding whether they have the tools and expertise to make the transfer from two-dimensional media to multimedia. To Michael Sullivan, this is more than a question of adding video production to traditional design skills; it is a paradigm shift away from paper- and film-based design and production, and toward digitally-based interactive communication that takes the place of paper production. Explore multimedia from the perspective of graphic designers. • **Printing and Prepress:** Four years ago, United Lithograph — a high-end, four-color printer — invested in a Macintosh-based production, tossing out drafting tables in their initial excitement. Now four years wiser, United Litho accepts jobs on disk, and works with clients in all aspects of color prepress and printing. Maureen Richards will present the real-world (aka, the printer's view) of complex color separating and printing, using files generated with Macintosh hardware and software. • **Photomanipulation:** Images created and manipulated in Adobe Photoshop appear on the covers of annual reports and magazines, and in sophisticated color publications. Valentin Sahleanu, a European-trained illustrator who moved from traditional hand-based illustration to Adobe Photoshop, add-on Photoshop filters, and Aldus Freehand, will explain how he creates original, multi-color illustrations with Photoshop and related software, detail the steps he takes, and explain how artwork is printed using Photoshop as a color separation tool.

Marc Kaufman, President, Desktop Publishing & Design, 112 South St., Boston, MA 02111 (Moderator);

Eleanor Ramsay, Design Director,
Marblehead Communications, 376 Boylston
St., Boston, MA 02116;

Maureen Richards, Graphics Manager,
United Lithograph, 48 Third Ave., Somerville,
MA 02143;

Valentin Sahleanu, Principal, Valentin
Design, 85 Bartlett St., Suite 2, Charlestown,
MA 02129;

Michael J. Sullivan, President, Imprimatur Design Systems, Inc., 955 Massachusetts Ave., Cambridge, MA 02138.

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

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Wednesday, August 5

2:30-3:20

Slot 50, Commercial Complex/1&2.....WTC

Connectivity Conference:

Mac/PC Integration on a LAN, Part 2

For full description, please see Slot 42,
Wednesday 1:00-1:50.

Wednesday, August 5

2:30-3:20

Slot 51, Auditorium.....WTC

Multimedia Conference:

Anatomy of a Multimedia Presentation

Exciting animation . . . 3D images . . . digital video . . . music and sound . . . it's all part of what makes multimedia presentations created on the desktop one of today's most exciting ways to use a Macintosh. And in this session you can see actual presentations by two of the country's top multimedia designers, followed by a dissection and analysis of the presentations, a look at the underlying architecture, and a powerhouse of tips and techniques.

Evan Cooper, Assistant Editor/New Products, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Jack Butler, President, Butler Graphics, 316 Town Center Dr., Troy, MI 48084;

Art Guerrero, Principal, Art Guerrero Multimedia Lab, 126 Sea View Dr., Manhattan Beach, CA 90266.

Wednesday, August 5

2:30-3:20

Slot 52, Harborview Ballroom/1.....WTC

Advanced User Conference:

The PowerBook Power User Session

The PowerBook is more than just a Mac squeezed into a small case — it introduces a new set of opportunities and concerns, even to the experienced Mac user. How can you get every last minute out of a battery charge? How do you telecommunicate from a hotel that doesn't have a modular phone system? What nifty utilities are available specifically for the PowerBook? And what about the lightning bolt through the battery icon — does it really mean anything? The experts answer your questions, including some that might not yet have occurred to you . . .

Sharon Zardetto Aker, Editor, *The Macintosh Bible*, 20 Courtland Dr., Sussex, NJ 07471 (Moderator);

Raines Cohen, Technical Analyst, *MacWEEK*, 301 Howard St., San Francisco, CA

94105;

Dr. Richard Wolfson, Professor, Department of Technology, Montclair State College, Upper Montclair, NJ 07043.

Wednesday, August 5

2:30-3:20

Slot 53, Commercial Complex/3.....WTC

Programmer/Developer Forum:

IAC, AppleEvents, OCE: What They Mean to the Developer

What does this jargon mean, and why should I care? Where can I find out about AppleEvents? How do I register my own events? How do I call events from other applications? Why will AppleEvents change the way software is written in the future? Why will it open up the market for new applications? This panel of experts will answer these questions and many more . . .

Doug Houseman, Director, Microcomputer Applications, Domino's Pizza Distribution, 30 Frank Lloyd Wright Dr., Ann Arbor, MI 48106 (Moderator);

Brita Meng, Macintosh Product Manager, Shiva Corporation, 1 Cambridge Center, Cambridge, MA 02142;

Henry Norr, Editor, *MacWEEK*, 301 Howard St., San Francisco, CA 94105;

Steve Weyl, Director, Developer Tools Group, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014.

BAYSIDE EXPO CENTER/ EDUCATION CONFERENCE:

Wednesday, August 5

4:00-5:50

Slot 54, Room F.....BEC

Education Conference:

Enhancing Teaching and Learning with Technology

(for full details see
"The Education Conference," page 123)

WORLD TRADE CENTER:

Wednesday, August 5

4:00-4:50

Slot 55, Harborview Ballroom/2.....WTC

Design Conference:

Extending the Creative Edge

Many designers, artists, and video producers moved to the Macintosh as a tool to extend their creativity. Over the years, as the Macintosh has increased in processing performance, new software and entire new software categories have evolved to empower the creativity of the graphic arts and video communities. This session will explore The Creative Edge — the tools artists and producers use daily to stretch the imagination, communicate more effectively, and express in print and on video what exists in their mind's eye. Topics will include digital photography, interactive television, user interface design, and new artistic tools. Each presenter has both practical and theoretical perspectives on the creative tools they use to ply their craft.

Frank Romano, Editor-in-Chief, *Computer Artist*, P.O. Box 170, Salem, NH 03079 (Moderator);

Steve Lomas, Designer/Director, GTE ImagiTrek, 2385 Camino Vida Roble, Suite 200A, Carlsbad, CA 92009;

Robert May, President and Creative Director, Ikonix Interactive Multimedia, Inc., 221 Main St., San Francisco, CA 94105;

Maureen Stuart, President, Preality, P.O. Box 29709, Philadelphia, PA 19117.

Wednesday, August 5

4:00-4:50

Slot 56, Commercial Complex/1&2.....WTC

Connectivity Conference:

The Mac and MIS:

Mac and UNIX Workstations Battle for Your Desktop

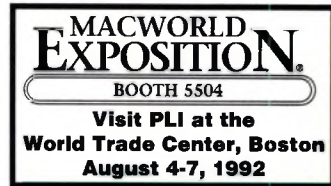
Should you buy a Quadra, a SPARCstation, or wait for the PowerPC RISC Mac? In the last few years, the differences between personal computers and UNIX workstations have become increasingly blurred. Traditionally, the differences between them have been price, performance, and availability of applications. Today, however, MIS directors and computer users also need to consider the applications they'll be running, the extent of their networking needs, and whether they'll need to have information immediately accessible to multiple users. In this session, representatives from Apple Computer and Sun Microsystems will debate the pros and cons of Macintosh and workstation computing. We'll also hear from large enterprise customers who have recently made

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The demands for high-capacity data storage have been steadily increasing. The most efficient way to increase data storage as your needs grow is with removable media.



- 80MB+ removable cartridge SCSI drive
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- 120MB+ capacity
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MW EXPO-01

CONFERENCE PROGRAM DESCRIPTIONS

EDS indicates Bayside Exposition Center

WTC indicates World Trade Center

the decision between buying Macintoshes and UNIX workstations.

Marianne Marino Pierce, Vendor Liaison, Lawrence Livermore National Laboratory, 7000 East Ave., MS L-510, Livermore, CA 94550 (Moderator);

Ed Anderson, President, ComputerLand U.S. Division, 5964 W. Las Positas Blvd., Pleasanton, CA 94588;

Frank Casanova, PowerPC Product Manager, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Ted Murguia, Product Manager/ Desktops, Sun Microsystems, Inc., 2550 Garcia Ave., M/S UMTV17-06, Mountain View, CA 94043;

James Young, President, MacIS; and Assistant to the Chairman, EDS, Inc., 7171 Forest Ln., M/S A620, Dallas, TX 75230.

Wednesday, August 5
4:00-5:50

Slot 57, Auditorium..... **WTC**

Multimedia Conference

QuickTime Makes It Happen!

QuickTime movies and interactive projects appear destined to become an integral part of all digital communications — in business, training, science, education, and entertainment. This two-part session will provide solid pointers and exciting demos from leaders in the QuickTime mainstream.

Part 1: QuickTime Digital Video Tools

Most media integration projects incorporate text, audio, animation, and digital video files. But these must first be created in another application. When it comes to creating and modifying an original digital video file, only the QuickTime video editors will do the trick. In this session we will compare and contrast the features of the most commonly used QuickTime editing tools, *DiVA VideoShop* and *Adobe Premiere* (including the outstanding version 2.0), and see how they can be used with the upcoming QuickTime special effects magic for the Macintosh, *VideoFusion*. Mass Microsystems' new video editor, *Zorro!*, rounds out the panel by demonstrating an "off-line" editing system which uses QuickTime file format and time code. Then, *Zorro!* does its analog device control based on the digitally-edited QuickTime movie.

Christine Perey, Publisher, *The QuickTime Forum*, 1455 Cedar Oak Rd., Placerville, CA 95667 (Moderator);

Jonathan Harber, President, DiVA Corporation, 222 Third St., Suite 3332, Cambridge, MA 02142;

Joe Klingler, Director of Development, VideoLake Ltd., 1722 Indian Wood Circle, Suite H, Maumee, OH 43537;

Tim Myers, Product Marketing Manager, Adobe Premiere, Adobe Systems, Inc., 1585 Charleston Rd., Mountain View, CA 94039;

Robert Scott, MASS Microsystems, 810 W. Maude Ave., Sunnyvale, CA 94086.

Part 2: Design and Preparation of QuickTime Content

The content developers on this panel have been using QuickTime since its earliest stages, some as long ago as February 1991. Some have used it for incorporating digital video into presentations, others using animation and compressed still-images. Each has since been directly responsible for the production of at least one CD-ROM disc using QuickTime and a variety of custom tools. In this session, developers will show how the technology can be used to create simple as well as interconnected ideas. Attendees will learn the specific design considerations for a project, plus tools and methods used in preparing files for commercial publishing. Then each developer will provide a guided tour of the finished product. Finally, there will be an open discussion of future directions for digital publishing with QuickTime.

Christine Perey, Publisher, *The QuickTime Forum*, 1455 Cedar Oak Rd., Placerville, CA 95667 (Moderator);

Jim Armstrong, Multimedia Producer, CD Technology, Inc., 766 San Aleso, Sunnyvale, CA 94086;

Greg Roach, Founder, HyperBole, 2402 Yoakum, Suite 2, Houston, TX 77006;

Phillip Simon, Production Manager, Magnum Design, 2762 Octavia, San Francisco, CA 94123;

John Worthington, Principal, IFX, P.O. Box 387, San Geronimo, CA 94963.

Wednesday, August 5
4:00-4:50

Slot 58, Harborview Ballroom/1..... **WTC**

Advanced Desktop Conference

Advanced Desktop Publishing Tips and Tricks

The new Macs and desktop publishing programs offer capabilities we never dreamed of just a few short years ago. But with this bounty you also get complexity and a hefty learning curve. We'll show you how to automate and simplify your desktop publishing tasks. We'll tell you about: *Using the best XTensions to customize Quark XPress 3.1 for your needs; how to use database publishing to speed document layout; long-document survival tips; System 7 support for DTP; how to automate your system and DTP applications with QuickKeys; using Adobe's new Multiple Master font technology; and many more DTP utilities, tips, and shortcuts guaranteed to make your DTP tasks easier and more productive.*

Rick Doucette, Publisher/Managing Editor, *The Weigand Report*, 1215 Reeves Ln., Cedar Hill, TX 75104 (Moderator);

Pam Borys, Founder, Step-by-Step Training, 85 Willow St., Woburn, MA 01801;

Don Crabb, Department of Computer

Science, The University of Chicago, 1100 E. 58th St., Chicago, IL 60637;

Jim Sheldon-Dean, Product Marketing Manager, CE Software, 1801 Industrial Circle, West Des Moines, IA 50265;

Kathie Smith, Ad-Com Advertising, 107 W. 78th Pl., Merrillville, IN 46410;

Eric Taub, Author/Consultant, 353 W. 51st St., Suite 102, New York, NY 10019;

Brad Walrod, Principal, High Text Graphics, 350 Bleecker St., Suite 2E, New York, NY 10014.

Wednesday, August 5
4:00-4:50

Slot 59, Commercial Complex/3..... **WTC**

User-Asked-For-It Conference

MACWORLD Expo User Group Extravaganza (MUSE)

If you haven't yet joined a user group, this is the place to come see first-hand the kind of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of the MUSE is twofold: (1) to provide a completely unbiased, knowledgeable source of information on the most useful, most exciting products on the MACWORLD Expo show floor; and (2) to serve as a User Group Idea Exchange, by presenting a powerhouse of the best and the brightest tips for running a user group — *plus* creating a nationwide network of the people who have put those very ideas to the test. Towards these ends, this panel of user group reps will offer an indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

(The MUSE is a complimentary service provide to all MACWORLD Expo attendees; it is not restricted to those who have purchased a conference ticket.)

Mike Costello, BCS.Mac, 1972 Massachusetts Ave., Cambridge, MA 02140 (Moderator);

Deborah Branscum, *Macworld*, 501 Second St., San Francisco, CA 94107;

Steve Costa, BMUG, 1442A Walnut, Suite 62, Berkeley, CA 94709;

Dave Lavery, NASA Headquarters MUG, Code RC, 600 Independence Ave., Washington, DC 20546;

Bob Marean, Southern Tier Apple Core, 98 Oak St., Binghamton, NY 13905;

Tom Negrino, Los Angeles Mac User Group, 12021 Wilshire Blvd., Suite 349, Los Angeles, CA 90024;

Eric Rall, Washington Apple Pi, 7910 Woodmont Ave., Suite 910, Bethesda, MD 20814;

Matt Snider, Apple Corps of Dallas, 10919 Cromwell Dr., Dallas, TX 75229.

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

THURSDAY

WORLD TRADE CENTER:

Thursday, August 6
10:00-10:50

Slot 63, Auditorium.....WTC

Entertainment Conferences:

Now Showing at the American Film Institute!

The American Film Institute, America's leading center for the art of the moving image, celebrated the first anniversary of the AFI-Apple Computer Center for Film and Videomakers in June, with the announcement of an expanded advanced technology program that builds upon the success of its Mac-based training and development lab in the entertainment capital of the world. With new creative personnel, the AFI is expanding into digital media production and other programs which are designed to help bridge the gap between Hollywood and Silicon Valley. Come see work in progress, and share some of the synergy that makes the AFI's advanced technology programs so unique.

Nick DeMartino, Director, Apple Computer Center for Film and Videomakers, American Film Institute, 2021 N. Western Ave., Los Angeles, CA 90027 (Moderator);

Mike Backes, Principal, Backes & Cobb, 2129 Coldwater Canyon, Beverly Hills, CA 90210 [and Co-Chair of the Center's Steering Committee];

Harry Marks, President, Marks Communications, Inc., 2690 Beachwood Dr., Los Angeles, CA 90068 [and Creative Director at the Center];

Steven L. Nelson, Principal, Steve Nelson & Associates, San Francisco, CA [and Consultant on AFI's CD-ROM project].

Thursday, August 6
10:00-11:20

Slot 64, Harborview Ballroom/2.....WTC

The Mac in

Big Business Conferences:

Computer/Telephone Integration

We've all faced the same problem before: How to seamlessly integrate diverging communication functions such as telephone, fax, and electronic mail. It isn't going to get any easier. In the next few years, your communication options will more than double: ISDN, Switch 56, wireless cellular networks, IRIDIUM, ARDIS, voice processing, group IV fax, Caller ID/ANI, one-number service, video conferencing, to mention but a

few, are just the tip of the iceberg. The good news is that a number of companies are introducing products to help you integrate emerging telecommunication technologies into Macintosh, and this session will highlight some of the more exciting ones. [Please note: this session will run 80 minutes, from 10:00 to 11:20]

Andy Gore, Senior News Editor, and **Mitch Ratcliffe**, Associate News Editor/ Gateways, MacWEEK, 301 Howard St., San Francisco, CA 94105 (Moderators);

David A. Altounian, Business Development Manager, Motorola's Wireless Enterprises, 1201 E. Wiley Rd., Suite 103, Schaumburg, IL 60173;

Paul Hurley, Chairman and CEO, Cypress Research Corporation, 240 E. Caribbean Dr., Sunnyvale, CA 94089;

Gregory J. Langford, Vice President, Marketing, Integrated Network Corporation, 757 Route 202/206, Bridgewater, NJ 08807;

Elwood Norris, President, Norris Communications Corporation, 12800 Brookprinter Pl., Poway, CA 92064;

Tyrone Pike, President, Global Village Communications, 685 E. Middlefield Rd., Building B, Mountain View, CA 94043;

Michael Tchong, President, Atelier Systems Inc., 3615-A Market St., San Francisco, CA 94131;

Dean Tucker, Vice President, Sales & Marketing, ShareVision Technology, Inc., 2951 Zanker Rd., San Jose, CA 95134.

Thursday, August 6
10:00-10:50

Slot 65, Harborview Ballroom/1.....WTC

Programmer/Developer Forums:

Anti-Bugging Insights and Insiders' Tips

This session will help you learn techniques to keep bugs from getting into your programs. How to program defensively; what tools you need in your arsenal of bug-zappers. The panel of extermination experts will also be fully armed to answer whatever questions you can come up with . . .

Steve Brecher, Software Supply, 4395 Wild Eagle Terrace, Reno, NV 89511 (Moderator);

Tom Chavez, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Steve Jasik, Jasik Designs, 343 Trenton Way, Menlo Park, CA 94025.

Thursday, August 6
10:00-10:50

Slot 66, Commercial Complex/1&2.....WTC

Advanced User Conferences:

Hot New Power User Tips!

Come and see why this exciting, fast-paced session is one of MACWORLD Expo's most popular! System 7 secrets and shortcuts; word processing and page layout time-savers; resource editing tips and tricks; data protection strategies; and much, MUCH more. The panelists are among the most avid, enthusiastic, and knowledgeable Mac power users around, so don't miss this informative session. [Please note: this session will run 80 minutes, from 10:00 to 11:20 a.m.]

Bob LeVitus, Author/Consultant, 8903 Scottish Pastures Dr., Austin TX 78750 (Moderator);

Don Crabb, Department of Computer Science, The University of Chicago, 1100 E. 58th St., Chicago, IL 60637;

Eric Taub, Author/Consultant, 353 W. 51st St., Suite 102, New York, NY 10019;

Robert R. Wiggins, Author/Consultant, University of Texas, Department of Management, Austin, TX 78712.

Thursday, August 6
10:00-10:50

Slot 67, Commercial Complex/3.....WTC

How-to-Get-Started Conferences:

Getting Started with Desktop Presentations

This session will cover the basics for making your first Mac-based presentation a memorable one. We'll pack the session with dozens of tips and techniques as well as pitfalls that you need to avoid to get the most attention from your audience. You'll also learn the steps for getting a presentation from your Mac to 35mm slides, overheads, or an on-screen video show.

Keith Thompson, Author/Consultant, Datalex Corporation, P.O. Box 1209, Amherst, NH 03031 (Moderator);

Robert Fadden, Division Manager, Computer Training and Support Corporation, 33027 Schoolcraft Rd., Livonia, MI 48150;

Jeff Loechner, President, Mac in Design, 7 Village Sq., Westport, CT 06880.

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

BAYSIDE EXPO CENTER/ EDUCATION CONFERENCE:

Thursday, August 6

11:30-12:20

Slot 69, Room F.....BEC

Education Conference:

CD-ROM in Education

(for full details see

"The Education Conference," page 123)

Thursday, August 6

11:30-12:20

Slot 70, Room G.....BEC

Education Conference:

Desktop Publishing for Educators

(for full details see

"The Education Conference," page 123)

WORLD TRADE CENTER:

Thursday, August 6

11:30-12:50

Slot 71, Auditorium.....WTC

Entertainment Conference:

I Want My DTV!

Desktop video is finally a reality. Find out what the excitement is all about — see the latest hardware developments from Radius, RasterOps, and SuperMac, and watch incredible examples of both high- and low-end desktop video created by leading-edge producers. If video turns you on, don't miss this session! [Please note: this session will run 80 minutes, from 11:30 to 12:50]

Bob LeVitus, Author/Consultant, 8903 Scottish Pastures Dr., Austin TX 78750 (Moderator);

David Biedny, Digital Artist, 109 Wimbledon Way, San Rafael, CA 94901;

Steve Lomas, Designer/Director, GTE ImageTrek, 2385 Camino Vida Roble, Suite 200A, Carlsbad, CA 92009;

Joe Priebay, Macintosh Consultant, HBO Macintosh Center, 1100 Ave. of the Americas, Suite 427, New York, NY 10036;

Andy Reese, Past President, Apple Corps of Dallas, 10919 Cromwell Dr., Dallas, TX 75229;

Ben Jamison, Product Marketing Manager, Professional Color Systems, Radius, Inc., 1710 Fortune Dr., San Jose, CA 95131;

Mike Maietta, Vice President, Engineering, RasterOps Corporation, 2500 Walsh Ave., Santa Clara, CA 95051;

Tom Rielly, Director, Strategic Relations, SuperMac Technology, 485 Potrero Ave., Sunnyvale, CA 94008.

Thursday, August 6

11:30-12:20

Slot 72, Harborview Ballroom/2.....WTC

The Mac in Big Business
Conferences:

Multimedia in the Corporate Environment

Sometimes the overall effect of integration is greater than the sum of the individual effects taken independently. From customer relations to the corporate board room, many businesses have found that when text, sound, video, and animation come together interactively, they are synergistic. With multiple media in a finished piece, people can better communicate their ideas and needs with one another. In this session, company representatives from a variety of industries demonstrate how they are applying the latest Macintosh hardware and software tools to create a range of **realistic** corporate solutions. Discover how the very same technology in your Mac today can produce synergy, reduce workloads, and spell success.

Christine Perey, Publisher, *The QuickTime Forum*, 1455 Cedar Oak Rd., Placerville, CA 95667 (Moderator);

Rik Dryfoos, Interactivity Specialist, Ben & Jerry's Homemade, Inc., P.O. Box 240, Route 100, Waterbury, VT 05676;

Ron Fellows, Manager, Technology Center, GE Information Services, 401 N. Washington St., M/S VB4, Rockville, MD 20850;

Duane Maas, National Account

Executive, Apple Computer, Inc., 111 E. Kilbourn, Suite 1650, Milwaukee, WI 53202;

Claude von Roesgen, Manager, A/V Services, Millipore Corporation, 80 Ashby Rd., Bedford, MA 01730.

Thursday, August 6

11:30-12:50

Slot 73, Harborview Ballroom/1.....WTC

Home Office/Small Business
Conference:

The Home Office/Small Business Survival Guide

When you're on your own, it's crucial that you manage time, money, and contacts efficiently. Our panel of leading Mac small business experts will give you advice on making the most of marketing, time management, accounting, and contact management, along with disaster-avoidance strategies for your Macintosh. [Please note: this session will run 80 minutes, from 11:30 to 12:50]

Nick Sullivan, Senior Editor, *Home Office Computing*, 730 Broadway, New York, NY 10003 (Moderator).

David Drucker, Author/Consultant, Drucker Associates, 9 Lilac Ct., Cambridge, MA 02140;

Rick Dubriel, President, microManagement Systems, Inc., 250 W. 20th St., New York, NY 10011;

Gail Heimberg, Principal, Techknowledge/G, 111 E. 14th St., Suite 354, New York, NY 10003;

Steve Meltz, Principal, Macintosh & Meltz, Inc., 16 Russell Rd., Suite 7, Lexington, MA 02173;

Peggi Sturm, President, Peggi Sturm & Associates, 10810 Ayres Ave., Los Angeles, CA 90064.

Thursday, August 6

11:30-12:50

Slot 74, Commercial Complex/1&2.....WTC

Advanced User Conference:

Customizing Your Mac

Inside tips for hard-disk users on how to make all of your work run faster, smoother, and more efficiently. You'll get advice on how to structure folders and save-files; learn how to add command-key shortcuts to any menu in any program you own; look at ways to personalize both the appearance and the sound of your Mac; see how to install your own FKeys and INITs; and find out about some especially powerful and useful desk accessories. No need to be a technical wizard to unlock the power of your Mac. [Please note: this session will run 80 minutes, from 11:30 to 12:50]

Herb Dang, BMUG/CWMUG, 1811 Short St., Berkeley, CA 94702 (Moderator);

Glenn Brown, President, MagiMac Publishing, 12 Monterey Dr., Nepean, Ontario K2H 7A6;

Cliff Crabe, Marketing Manager, byDesign Computer Systems Ltd., 407 Laurier Ave. West, Ottawa, Ontario K1R 7X6.

Doug Rudman, President, Sunrise Electronics, 1706 Delaford, Carrollton, TX 75007.

Thursday, August 6

11:30-12:20

Slot 75, Commercial Complex/3.....WTC

How-to-Get-Started Conference:

Getting Started with Databases

A variety of database programs are currently available for the Macintosh. These range from entry-level flat-file list managers to high-end programmable, relational, multi-user database products. How do you know which is the correct one for you? This session will present a comparison of the products and their features, and provide some insight into the speakers' personal favorites.

Rich Coulombre and **Rick Kollmeyer**, Co-Founders, The Support Group, 2344

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Washington St., Newton Lower Falls, MA 02162.

BAYSIDE EXPO CENTER/ EDUCATION CONFERENCE:

Thursday, August 6

1:00-1:50

Slot 77, Room F.....BEC

Education Conference:

Multimedia Show-and-Tell

(for full details see

"The Education Conference," page 123)

Thursday, August 6

1:00-1:50

Slot 78, Room G.....BEC

Education Conference:

The Mac in Math and Science

(for full details see

"The Education Conference," page 124)

WORLD TRADE CENTER:

Thursday, August 6

1:00-1:50

Slot 80, Auditorium.....WTC

Entertainment Conference:

The Mac Music and Sound Bible

There are now close to 800 (no ... that's not a typo!) music- and sound-related software products available for the Macintosh. Many of them will be discussed in this session as Christopher Yavelow, author of the *Macworld Music and Sound Bible*, probes the state-of-the-art and looks to the future with industry leaders in MIDI, music notation, digital audio, and music education.

Christopher Yavelow, Owner, YAV Digital Music, 4446 Laurelgrove Ave., Studio City, CA 91604 (Moderator);

Don Byrd, President, Advanced Music Notation Systems, P.O. Box 60356, Florence, MA 01060;

Chris Halaby, President, OpCode Systems, Inc., 3950 Fabian Way, Suite 100, Palo Alto, CA 94303;

David Kusek, President, Passport Designs, Inc., 100 Stone Pine Rd., Half Moon Bay, CA 94019;

David Mash, Assistant Dean of Curriculum for Academic Technology, Berklee College of Music, 1140 Boylston St., Boston, MA 02215.

Thursday, August 6

1:00-1:50 p.m.

Slot 81, Harborview Ballroom/2.....WTC

The Mac in Big Business
Conference:

Software Licensing: The Good, The Bad, and The Ugly

Mainframe time-shared computing has historically been able to provide free access to a library of software tools throughout an industry or university site. Technologies are now available to provide the same kind of audit trails and controlled access to programs distributed across microcomputer networks. Software publishers and large networked sites are beginning to gain some experience in negotiating cpu software licenses, but there is little consensus on how to structure these agreements; different software packages have various usage patterns based on both the type of user and the type of environment, both of which can strongly affect the fair value of the software. With new technologies to both control and log software throughout an entire network, it is now possible to negotiate licenses that are based on a more accurate knowledge of actual usage. Many large sites are clamoring for more licensing based on maximum concurrent use. This panel of experts will explore and discuss some of the thorniest issues involved.

Kenneth A. Wasch, Executive Director, Software Publishers Association, 1730 M Street, N.W., Washington, DC 20036 (Moderator);

Major Stephen E. Broughall, Advanced Research Projects, Naval War College, 48 Park Ave., Portsmouth, RI 02871;

Denis Devlin, Ph.D., Director of Computing, Department of Math and Computer Science, Dartmouth College, Box 150, Hanover, NH 03755;

Doug Houseman, Director, Microcomputer Applications, Domino's Pizza Distribution, 30 Frank Lloyd Wright Dr., Ann Arbor, MI 48106.

Thursday, August 6

1:00-1:50

Slot 82, Harborview Ballroom/1.....WTC

Home Office/Small Business
Conference:

Home Office Success Stories

No one knows how to run a Mac-based office better than those who've been there! Learn what to do and what to avoid from our experienced panel of small-business users.

Michael D. Espindle, Managing Editor, *Home Office Computing*, 730 Broadway, New York, NY 10003 (Moderator);

Rosalie Baker, Freelance Writer and Co-Editor, *Calliope Magazine* (Cobblestone Publishing), 150 Page St., New Bedford, MA 02740;

Toni M. Garges, Owner, Equine Graphics, P.O. Box 217, Kent, CT 06757;

Anna O'Connell, Author/Consultant, 4233 Mario Court, Plymouth, MI 48170;

Cheryl Schneider, President, MacWorks, 94 Clinton Ave., Brooklyn, NY 11205.

Thursday, August 6

1:00-1:50

Slot 83, Commercial Complex/1&2.....WTC

You-Asked-For-It Conference:

The Reality of Virtual Reality

Virtual Reality (VR) has considerable promise. The promise may be quite different from what we envision today. In spite of all the talk and increased interest in Virtual Reality, there are presently few practical applications, the systems are expensive, and most of the efforts are exploratory. What will it take to make VR realistic? This talk will examine both applications and markets for VR. The emphasis will be on practical uses for this, the next step in the human computer interface. Estimates will be made of the markets for the applications.

Dr. John N. Latta, President, 4th Wave, Inc., P.O. Box 6547, Alexandria, VA 22306;

David Smith, Founder and Director, R&D, Virtus Corporation, 117 Edinburgh South, Suite 204, Cary, NC 27511.

Thursday, August 6

1:00-1:50

Slot 84, Commercial Complex/3.....WTC

How-to-Get-Started Conference:

Getting Started with Telecommunications

An overview of available information services quickly accessible to new modem owners. To be discussed are bulletin board services, online networks and databases, and specialty offerings. Questions for the panel of experts are invited as well.

Stuart Gitlow, M.D., M.P.H., University of Pittsburgh, 3811 O'Hara St., Pittsburgh, PA 15213 (Moderator);

Bernard Aboba, Principal, MailCom, 5337 College Ave., Suite 326, Oakland, CA 94618;

Linda Kaplan, Author/Consultant, 107 University Pl., Suite 4D, New York, NY 10003.

Jahan Salehi, President, Solute Inc., 269 Lincoln Gap, Warren, VT 05674.

CONFERENCE PROGRAM DESCRIPTIONS

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

BAYSIDE EXPO CENTER/ EDUCATION CONFERENCE:

Thursday, August 6

2:30-3:20

Slot 85, Room F.....**BEC**

Education Conference:

Do-It-Yourself Multimedia

(for full details see

"The Education Conference," page 124)

Thursday, August 6

2:30-3:20

Slot 86, Room G **BEC**

Education Conference:

Shareware and Public Domain Software for Educators

(for full details see

"The Education Conference," page 124)

WORLD TRADE CENTER:

Thursday, August 6

2:30-3:50

Slot 87, Auditorium.....**WTC**

Entertainment Conference:

Animation Tips and Tricks

The experts show you how to make the most of Mac animation packages such as MacroMind Director, Electric Image, Infini-D, and more. See how these programs can be combined with 3D modeling applications, Apple's QuickTime, and programs that let you create interactive presentations. [Please note: this session will run 80 minutes, from 2:30 to 3:50]

Erfert Fenton, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Rodney Greenblat, President, New Art Products, 61 Crosby St., New York, NY 10012;

Drew Huffman, President, Drew Pictures, 315 Franconia St., San Francisco, CA 94110;

David Merck, Animation Director and Supervisor, University of Massachusetts, Center for Knowledge and Communications, Computer Science Department, Amherst, MA 01002;

Thursday, August 6

2:30-3:20

Slot 88, Harborview Ballroom/2.....**WTC**

The Mac in Big Business
Conferences:

On-Line Services: The Users Report

On-line services are large public databases — containing information as diverse as reference encyclopedias, patents and trademarks, consumer and government reports, newspaper and magazine text, and much more — which can be accessed from personal computers by dialing in with a modem. This panel of corporate on-line users will describe their favorite on-line services, and how they use them in their regular work and for competitive advantage. Panelists will discuss the strengths and weaknesses of each service and the range of databases available on the different on-line services, including Dialog, CompuServe, Dow Jones News/Retrieval, etc. They will talk about how easy — or how hard — it is to get at the information. Learn about the tremendous diversity of information available on-line and how you can benefit from this fabulous at-your-fingertips wealth of knowledge!

Robert Simon, President, Virgil Corporation, 290 Green St., Suite 1, San Francisco, CA 94133 (Moderator);

Dave Goessling, Senior Research Analyst, FIND/SVP, 625 Sixth Ave., New York, NY 10011;

Norman Lord, Research Analyst, Liberty Mutual Insurance, 925 Borthwick Ave., Portsmouth, NH 03801;

Kimberly Sweet, Reference Librarian, Ropes & Gray, One International Pl., Boston, MA 02110.

Thursday, August 6

2:30-3:20

Slot 89, Harborview Ballroom/1.....**WTC**

Home Office/Small Business
Conferences:

How to Equip a Mac-Based Office

Small businesses have special hardware needs. Bring your questions about Macintosh models, printers, scanners, voice mail, modems and more to this special panel. The answers you'll hear will help you shop the show floor more intelligently.

David Hallerman, Senior Editor, *Home Office Computing*, 730 Broadway, New York, NY 10003 (Moderator);

Peter Baum, Consultant, 21907 Almaden Ave., Cupertino, CA 95014;

Annette Reynolds, Principal, Business Professionals, 5 Walker Ave., Syosset, NY 11791;

Stephen T. Satchell, Principal, Satchell Evaluations, P.O. Box 6900, Incline Village, NV 89450;

Crystal Waters, Reviews Editor, *Home Office Computing*, 730 Broadway, New York, NY 10003.

Thursday, August 6

2:30-3:20

Slot 90, Commercial Complex/3.....**WTC**

Programmer/Developer Forum:

Meet the Programmers!

The perennial Macworld Expo favorite! An open forum discussion with leading Macintosh programmers discussing hot new areas and tried-and-true tricks of the trade. Don't miss this opportunity to ask questions of these influential developers, to find out what they're up to, and to gain meaningful insights and feedback on development ideas!

Eric Shapiro, Rock Ridge Enterprises, 620 Hidden Valley, Suite 102, Ann Arbor, MI 48104 (Moderator);

Bill Appleton, Reactor, Inc., 2309 Wagon Ln., Knoxville, TN 37920;

Dennis Brothers, Author/Consultant, 25690 Chapin Rd., Los Altos Hills, CA 94022;

Joe Firmage, Serius Corporation, 488 E. 6400 South, Suite 100, Salt Lake City, UT 84107;

Ed Fries, Word Business Unit, Microsoft Corporation, One Microsoft Way, Redmond, WA 98052;

Duane Maxwell, GRYPHON Software Corporation, 1020 Prospect St., Suite 405, La Jolla, CA 92037;

David Neal, Symantec Corporation, 135 South Rd., Bedford, MA 01730;

John Pence, CE Software, 1854 Fuller Rd., West Des Moines, IA 50265;

Craig Vaughan, Author, MacWOOF, P.O. Box 2932, Merrifield, VA 22116;

Scott Watson, Freesoft Company, 150 Hickory Dr., Beaver Falls, PA 15010;

Joel West, Palomar Software, P.O. Box 120, Oceanside, CA 92054;

Mark Zimmer, Fractal Design Corporation, 101 Madeline Dr., Suite 204, Aptos, CA 95003.

Thursday, August 6

2:30-3:20

Slot 91, Commercial Complex/1&2.....**WTC**

How-to-Get-Started Conferences:

A Friendly Guide to HyperCard

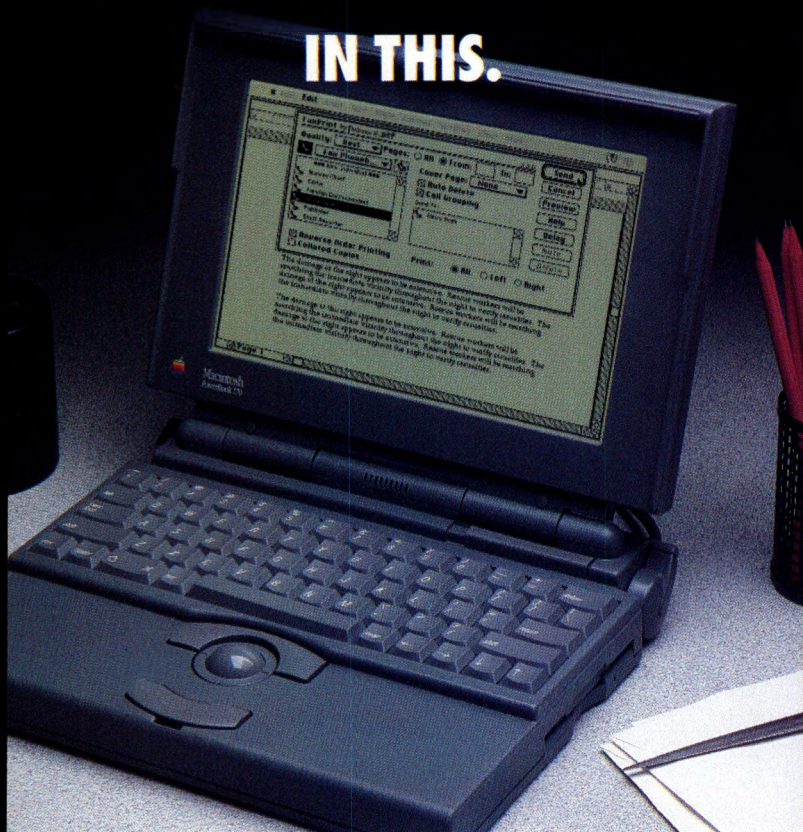
Everything you need to get up and running on HyperCard. In this session, seminar leaders demonstrate stacks, share scripts, and answer questions about stack design for aspiring HyperCard users and developers.

THE FASTEST WAY TO FAX
HOT NEWS FROM HERE.

SO IT'S HOT NEWS HERE.

IN THIS.

IS WITH THIS.



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CONFERENCE PROGRAM DESCRIPTIONS

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Eric Rall, President, Washington Apple Pi, 7910 Woodmont Ave., Suite 910, Bethesda, MD 20814 (Moderator);

Genevieve Crabe, Manager, Multimedia Applications Development, Northern Telecom, P.O. Box 3511, Station C, Ottawa, Ontario K1Y 4H7;

Amanda Goodenough, Author, *AmandaStories*, c/o The Voyager Company, 1353 Pacific Coast Hwy., Santa Monica, CA 90401;

Karen Rall, Principal, Rall & Company, 9092 Bellwart Way, Columbia, MD 21045.

Thursday, August 6

4:00-4:50

Slot 94, Auditorium.....WTC

You-Asked-For-It Conference:

Artificial Life

Artificial Life is the creation of information-based organisms which emulate the mechanisms of natural life. By attempting to make life in the computer, A-Life researchers hope to better understand what life is. The panelists will explain further, and several examples of Artificial Life (some on the Mac) will be displayed.

Steven Levy, author of forthcoming book *Artificial Life*, and Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Ken Karakotsios, Computer Architect, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Maja Mataric, Graduate Student, M.I.T. Artificial Intelligence Laboratory, 545 Technology Square, Room 721, Cambridge, MA 02139;

Mike Travers, Music and Cognition Group, M.I.T. Media Lab, Room E15-486 Wiesner Bldg., 20 Ames St., Cambridge, MA 02139.

Thursday, August 6

4:00-4:50

Slot 95, Commercial Complex/1&2.....WTC

Advanced User Conference:

Resolving System Conflicts

Ever had your system crash? System conflicts are often the cause. This session deals with managing your Macintosh system to reduce problems, covering both System 6 (INITs and CDEVs) and System 7 (Extensions). You won't want to miss this one...

Steven Bobker, Contributing Editor, *MacUser*, 950 Tower Ln., Foster City, CA 94404;

Glenn Brown, President, MagiMac Publishing, 12 Monterey Dr., Nepean, Ontario K2H 7A6.

Thursday, August 6

4:00-5:20

Slot 96, Harborview Ballroom/1.....WTC

Home Office/Small Business Conference:

Time- and Life-Saving Tips for the Home Office/Small Business

The tips will fly fast and furious in this session, where leading small business experts tell you about their favorite utilities and shortcuts. Now's the time to find out about low-cost and no-cost programs and procedures that can make your home office/small business life so much easier! [Please note: this session will run 80 minutes, from 4:00 to 5:20]

Cynthia Harriman, Author/Consultant, 57 South St., Portsmouth, NH 03801 (Moderator);

Elisa Abel, Writer/Consultant, 281 Harvard St., Suite 32, Cambridge, MA 02139;

Scott Beamer, Contributing Editor, *MacWEEK*, 180 Stonewall Rd., Berkeley, CA 94705;

Marianne Carroll, Author/Consultant, 51 West 86th St., New York, NY 10024;

Paul Parisi, Vice President, Datalex Corporation, 62 High St., Suite 4, Topsfield, MA 01983.

Thursday, August 6

4:00-4:50

Slot 97, Commercial Complex/3.....WTC

Programmer/Developer Forum:

MacTutor LIVE!

MacTutor Magazine — the Macintosh Programming Journal — has been bringing you the ins and outs of Macintosh programming since 1984. Here you can meet the editors, find out the future plans of the magazine, give your feedback, and learn about a number of hot new tips in Macintosh programming, all in one session! Special offers made to all who attend. Topics to be covered include: database engine technology and in-house development in MIS departments; integrating StuffIt with your Mac world via AppleEvents; the ins and outs of XTND Technology; transitions from mainframes to Macintosh: networks and software development; and more!

Neil Ticktin, Editor-in-Chief, *MacTutor Magazine*, Xplain Corporation, P.O. Box 250055, Los Angeles, CA 90025 (Moderator);

Don Bresee, Technical Editor, *MacTutor Magazine*, Xplain Corporation, P.O. Box 250055, Los Angeles, CA 90025;

Dorian Cougias, Director of Network Technology, Bear River Associates, Inc., P.O. Box 1900, Berkeley, CA 94701;

Curtis Faith, CEO & Chairman, Sierra Software Innovations, c/o Xplain Corporation, P.O. Box 250055, Los Angeles, CA 90025;

Leonard Rosenthal, Director of Advanced Technology, Aladdin Systems, Inc., 165 W. Ridge Dr., Watsonville, CA 95076;

Joe Zobkiw, Software Engineer, Turning Point Software, c/o Xplain Corporation, P.O. Box 250055, Los Angeles, CA 90025.

Thursday, August 6

4:00-4:50

Slot 98, Harborview Ballroom/2.....WTC

You-Asked-For-It Conference:

YES! Mac Multimedia Can Be Broadcast Quality!

This session will prove that the Macintosh is eminently capable of producing images, sequences, and sounds that are as good as or better than high-end systems costing ten times as much. Today, transfer to video is easy and cost-effective with equipment readily available right here in New England. Bob Judd will speak about a 57-minute real-time transfer of a Mac multimedia project to videotape for Miles Pharmaceuticals. Randy Cates will provide proof that the use of Alpha channels and filters in PhotoShop makes the Mac superior to the Quantel Paintbox; he will also show some fantastic 3D projects produced on the Mac. Jack Butler will demonstrate how PhotoShop and a new French application team up with Director to produce incredible broadcast-level effects.

Bob Judd, Developer/Trainer, Bob Judd Productions, 6 Greenleaf Woods Dr., Portsmouth, NH 03801 (Moderator);

Jack Butler, President, Butler Graphics, 316 Town Center Dr., Troy, MI 48084;

“Cachet ... is the most important piece of desktop publishing software to hit the market since Aldus PageMaker.”



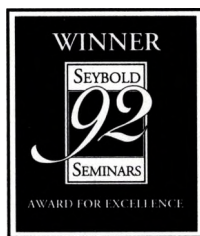
Publish, August 1992

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MacWEEK, June 29, 1992

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Bayside Exposition Center



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Color Editor



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Speaker	Organization	Session	Speaker	Organization	Session
Elisa Abel	Abel Communications	96	Dr. William L. Coggs	New Media Research	7
Cathy Abes	Macworld	25	Raines Cohen	MacWEEK	52
Bernard Aboba	MailCom	84	Lori Collins	National Institutes of Health	26
Sharon Zardetto Aker	The Macintosh Bible	52	Garth Conboy	Pacer Software	6
Eric Alderman	The HyperMedia Group	35	William Cook	Apple Computer	45
Jud Alford	NewTek	35	Evan Cooper	Macworld	51
Bruce S. Allen, M.D.	Allen Dermatology & Skin Cancer Center	9	Jim Cooper	Mark of the Unicorn	80
Gary Alpert	Newton North High School	39	Steve Costa	BMUG	59
Stewart Alsop II	InfoWorld	10	David Costello	Canfield High School	47
David A. Altounian	Motorola's Wireless Enterprises	64	Michael Costello	BCS.Mac	59
Kailash Ambwani	Gold Disk	35	Rich Coulombre	The Support Group	36, 75
Ed Anderson	ComputerLand U.S. Division	56	Dorian Cougias	Bear River Associates	97
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Jim Armstrong	CD Technology	57	Cliff Crabe	byDesign Computer Systems	74
Joseph Ayers	Northeastern University	78	Genevieve Crabe	Northern Telecom	91
Mike Backes	Backes & Cobb	63	Clair Crookston	MacAcademy	14
Dan Backus	Interactive Resources	27	Cameron Crotty	inCider/A+	86
Tim Bajarin	Creative Strategies International	10, 16, 22	Kathy Culliton	Liberty Mutual Insurance	15
Rosalie Baker	Freelance Writer	82	Tom Cushwa	Cushwa Studios	25
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Loftus Becker, Jr.	University of Connecticut Law School	37	Linnea Dayton	Step-By-Step Electronic Design	33
Jonathan Berg	Microcomputer Managers Association	81	Nick DeMartino	American Film Institute	63
Bruce I. Berkoff	ZD Labs	78	Robert Densmore	Rutland Public Schools	85
Adam Bernstein	Newton South High School	70	Dr. Denis Devlin	Dartmouth College	81
David Biedny	Digital Artist	71	Nancy Dickenson	ABC News InterActive	77
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Tony Bove	Bove & Rhodes Inside Report	35	Ricardo Dubriel	microManagement Systems	73
Deborah Branscum	Macworld	58	Jim Edlin	The HyperMedia Group	35
Steve Brecher	Software Supply	65	Cheryl England	Macworld	43
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Hans Peter Brondmo	DiVA Corporation	4	Curtis Faith	Sierra Software Innovations	97
Dennis Brothers	Author/Consultant	90	Daniel Farber	MacWEEK	16
Maj. Steven Broughall	Naval War College	81	Ron Fellows	GE Information Services	72
Glenn Brown	MagiMac Publishing	74, 95	Erfert Fenton	Macworld	87
Russell Brown	Adobe Systems	17	Carmelo Ferrigno	U.S. Geological Survey	21
Michael W. Brown-Beasley	Harvard Medical School	9	Scott Finley, M.D., M.P.H.	Clinical Information Advantages	9
Hilary Browne	Newton South High School	70	Joe Fimage	Serius Corporation	45, 90
Karen Bryant	York Central School	48	Glenn Fisher	Apple Computer	32
Brad Buckman	Big Hand Productions	33	Elliot K. Fishman, M.D.	Johns Hopkins Hospital	9
James Burger, Esq.	Apple Computer	15	Fred Forsyth	Apple Computer	1
Jay Burnham	DeWolfe New England	29	Ed Fries	Microsoft Corporation	90
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Jeffrey L. Carrell	American Airlines	42, 50	Toni M. Garges	Equine Graphics	82
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Frank Casanova	Apple Computer	56	Stuart Gitlow, M.D.	University of Pittsburgh	9, 84
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Chris Halaby	OpCode Systems	80	Jeff Loechner	Mac In Design	67
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Joe Hallett	Consultant	29	Terri Lonier	Lonier Associates	44
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Paul Hampel	George Washington High School	31, 85	John Lowry	Discis Knowledge Research	3
Steve Hannaford	Mac PrePress	17	Duane Maas	Apple Computer	72
Jonathan Harber	DIVA Corporation	57	Mike Maietta	RasterOps Corporation	71
Cynthia Harriman	Author/Consultant	96	Jack Mara	Miller School	70
Gail Heimberg	Techknowledge/G	73	Bob Marean	Southern Tier Apple Corps	59
Maj. Bob Hernandez	U.S. Army Intelligence Center	26	Peter Markovitz	FutureKids	48
Robert Hemdon	Time/Life Books	3	Harry Marks	Marks Communications	63
Jennifer Heyman	Newton South High School	70	Dennis Marshall	Clarix Corporation	12
Bruce Hoddie	Apple Computer	4	Dr. David Martin	Atomic Energy Control Board/Ottawa	8
Eric Hoffert	Apple Computer	4	James E. Martin	Macworld Communications	1
Mike Holinga	Springfield Public Schools	77	Marilyn Martin	New Mexico State University	40
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Tom Hughes	Cornell University	47	Duane Maxwell	GRYPHON Software Corporation	90
Paul Hurley	Cypress Research Corporation	64	Robert May	Ikonic Interactive Design	55
Philip M. Ivanier	Apple Computer	31	Georgia McCabe	Eastman Kodak	7
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Michel Kripalani	Verbum Interactive	33	Steven L. Nelson	Steve Nelson & Associates	63
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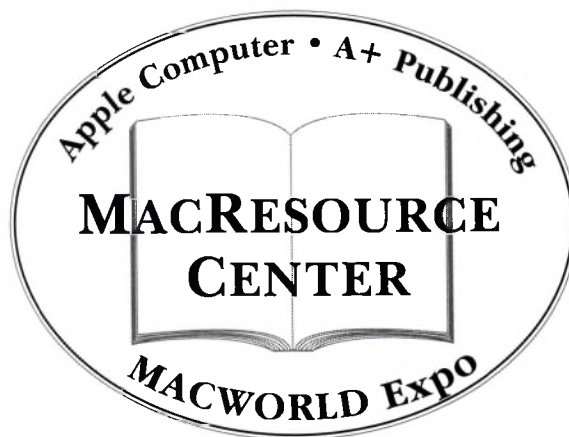
BEC indicates Bayside Exposition Center

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Speaker	Organization	Session	Speaker	Organization	Session
Eric Rall	Washington Apple Pi	59, 91	Keith Thompson	Datalex Corporation	67
Karen Rall	Rall & Co.	47, 91	Neil Ticktin	MacTutor Magazine	97
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Frank Romano	Computer Artist	55	Kenneth A. Wasch	Software Publishers Association	81
Leonard Rosenthal	Aladdin Systems	97	Crystal Waters	Home Office Computing	89
Becky Rottenberg	Newton South High School	39	James Watkins	Canfield Local Schools	47
Joe Rottenborn	Canfield Local Schools	70	Scott Watson	Freesoft	90
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David Smith	Virtus Corporation	83	Floyd Wray	Consultant	27
Kathie Smith	Ad-Com Advertising	58	Christopher Yavelow	YAV Digital Music	80
Marshall Smith	WGBH/Learningsmith	48	James Young	MacIS; EDS, Inc.	56
Matt Snider	Apple Corps of Dallas	59	William F. Zachmann	Canopus Research	10
Douglas Snow	Manchester Elementary School	85	Mark Zimmer	Fractal Design Corporation	90
Barrie Sosinsky	Author/Consultant/Developer	48	Joe Zobkiw	Turning Point Software	97
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Sharon Steuer	Artist/Consultant	33			
Lew Strauss	ABC News InterActive	69			
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Nick Sullivan	Home Office Computing	73			
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Kimberly Sweet	Ropes & Gray	88			
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Eric Taub	Author, Consultant	44, 58, 66			
Michael Tchong	Atelier Systems	64			
Ben Templin	ZiffNet Information Service	86			
Mark Thomas	Apple Computer	45			

Welcome to the Guide for Educators

This special section of the *MACWORLD Expo Program & Buyer's Guide* will help you identify companies and their products, as well as find out about conference sessions targeted to education. Look for these signs at participating companies' booths.



Attention Educators

Visit the MacResource Center in Meeting Room E at Bayside Expo Center and you might win a PowerBook 140 or Macintosh educational software. *See the following page for entry restrictions.*

The MacResource Center is a place where you can meet your peers, exchange ideas, talk with Apple representatives about solutions for educators, meet with representatives of some of the top companies designing and selling products for the education market, and pick up a wide variety of literature covering products and services targeted to education.

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Jeff Orloff, Apple Computer, Inc., 408-974-8510

Peg Brown, A+ Publishing, Inc., 603-924-0248

David Eliot, MACWORLD Expo, 617-361-8000



Apple Computer, Inc.

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The goal of the MacResource Center is to provide educators attending MACWORLD Expo easy access to information about the Macintosh education market. This section of the *MACWORLD Expo Program & Buyer's Guide* will help you identify companies and their products, as well as find out about conference sessions targeted to education. Look for signs at participating companies booths with MacResource Center.

Teaching, Learning and Technology — A Multimedia-Based School-District Planning Guide

As school and district committees develop long-range plans, technology will play an increasingly important role. This tool uses the power of technology to assist and support the planning process. It is divided into six practical steps, from envisioning the future to assessing and adjusting the plan. The focus is on classroom teaching and learning practices that are supported by technology. Included will be a presentation of the newly released QuickTime™ version with on-screen video. *Developed by Apple Computer, Inc., distributed by Intellimation®, Library for the Macintosh.*

Apple Early Language Connections

Apple Early Language Connections is a literature-based, comprehensive early-language-arts package designed for a balanced reading, writing, listening, and speaking curriculum for grades K-2. The package includes Macintosh LC II computers and the best software available for early learning. Over 320 books by well-known children's authors are included, along with audio tapes and children's books on CD-ROM. The teacher is provided with detailed lesson plans, portfolio assessment tools, productivity software, training, and free technical support. *Developed and distributed by Apple Computer, Inc.*

At Ease

Developed by Apple and introduced for the first time at MACWORLD Expo Boston, At Ease is an easy, safe, and friendly desktop for your Macintosh. At Ease is an extension to System 7 offering a supplementary user environment for users who want a simple, uncluttered interface for application or document launching and simple system and hard-disk protection. *Developed and distributed by Apple Computer, Inc.*

User Group Connection

User groups are dedicated to helping educators learn more about computing in the classroom. Come talk to user-group leaders and learn how you can connect to this valuable network of technology-using educators and about the benefits available to education user groups.

Macintosh Education Software Guide: 1992

Looking for that one special program for your instructional or productivity needs? If so, preview this HyperCard® stack that includes information on over 1200 software programs for students, teachers, and administrators in K-12 schools. Each listing contains a complete product description, publisher information, education pricing, grade range, and system requirements. You'll be able to print out information to take with you. *Developed and distributed by Apple Computer, Inc.*

Apple Educator Advantage™ Computer Purchase Program

Apple's Educator Advantage Computer Purchase Program helps educators purchase Apple II and Macintosh computers and peripherals for their personal use at special discounted prices. Stop by and pick up an Educator Advantage order kit. *Developed and distributed by Apple Computer, Inc.*

*To enter you must be employed by a public or private educational institution. You need not be present to win. One entry per person. Drawing for the PowerBook 140 will take place on Friday, August 7, 1992, at 3:30 p.m. Drawings for software will take place August 4, 5, and 6 at 5:30 p.m. and August 7 at 3:30 p.m. Employees or family of employees of Apple Computer, Inc., MACWORLD Expo, or A+ Publishing, Inc., are ineligible.

Imagine: The Apple Education TV Series

Imagine is a series of five television programs that demonstrate how computers are used in education. Programs include real-world examples of computer use, software demonstrations, and question-and-answer segments that allow you to call in with your concerns. Broadcasts are available via satellite downlink to universities, colleges, and K-12 schools throughout the United States. Programs are free and can be taped from the satellite for later use. Copies of previous programs are available for a small fee. On view will be a sample of programs from the 1991-92 school year.

Developed and distributed by Apple Computer, Inc.

Macintosh: The Demo

View this interactive demo to see how Macintoshes are helping students become more successful in college. The demo includes information about the entire Macintosh family, from the affordable Classic to the powerful Quadra computers. The demo also showcases the PowerBook family, which allows students to work anywhere, anytime. *Developed by Apple Computer, Inc.*

Curriculum Integration Guide: K-12 Science and Mathematics — Spring 1992

The Science and Math Curriculum Integration Guide CD-ROM is more than a catalog of Macintosh educational software. The guide also shows you how you can use the same application to teach several subjects. More than 60 demonstrations, sample applications, and comments from educators show you science and math applications that offer innovative and exciting ways to reach K-12 students. *Developed by Apple Computer, Inc.*

Guide to the Arts, Humanities, Social Sciences CD

Need information on what software solutions are available relevant to instruction, learning, and research? If so, take a look at this comprehensive CD-ROM, complete with descriptions of Macintosh software for various disciplines such as classics and religion, English, sociology, art, dance, and design, just to name a few. Each listing is categorized as authoring software, drill/tutorial, simulation, and so forth. The CD also contains publisher information, education pricing, and demo-version software programs for preview. You'll be able to print information to take with you. *Developed by Apple Computer, Inc.*

PreVue

PreVue is a comprehensive, interactive CD-ROM that outlines and demonstrates the Library for Macintosh software and integrated media from Intellimation. PreVue is a forum for seeing, sampling, and evaluating higher-education curriculum software prior to ordering. The CD contains self-running tutorials, a general directory, and product and ordering information, in addition to information on how you can become an Intellimation developer. *Developed and distributed by Intellimation® Library for the Macintosh.*

Apple Community College Alliance CD

If you'd like to see what's happening in technology integration at community colleges, this CD-ROM shares information about a unique partnership between Apple Computer and the League for Innovation in the Community College, and ten community colleges selected to participate in a national consortium called the Apple Community College Alliance (ACCA). *Developed by Apple Computer, Inc.*

AppleLink® for Educators

What do you do when a technology question surfaces in your school or district? What if you could take your question to more than 1500 technology-savvy K-12 educators, or easily tap into technical information from Apple? Using AppleLink, Apple's on-line resource, educators have 24-hour access to a community of colleagues, the latest Apple technical information, and news and support information from hardware and software vendors. Stop by and view opportunities, price lists for Apple Education and Educator Advantage programs, findings from education research, information about upcoming conferences and events, and a guide to education software. *Developed and distributed by Apple Computer, Inc.*

Apple Customer Service

For those hard-to-solve problems, use our special phone to contact Apple's customer-service department.

Apple Video Theater

The videos below are listed in the order in which they will be presented. All will be shown continuously throughout the day.

Possibilities: Evolving Learning Environments

An inspiring documentary that showcases the creative uses for Apple's new technologies today in education.

MACRESOURCE CENTER

Bayside Expo Center—Meeting Room E

Featured technologies include QuickTime, System 7, Fileshare, Remote Access, Portability, Sound In/Out. We see these new technologies integrated into the curriculum at the MacFadden Intermediate School in Santa Ana, CA, and at the School of Architecture at the University of Oregon. (Viewing Time - 9 minutes)

Making Connections: Reading Through Technology

Co-sponsored by Apple Computer and the International Reading Association. This video demonstrates how technology can be used to enhance early language development. (Viewing Time - 10 minutes)

Making Connections: Social Studies Through Technology

This video was co-sponsored by the National Council for Social Studies and Apple Computer. The video demonstrates how technology and multimedia can be used to enhance the social studies curriculum in K-12 settings. (Viewing Time - 9 minutes)

Literature Area

Pick up literature on a variety of special product offerings to educators.

Meet the *inCider/A+* Editors

Ask questions and share your concerns with the *inCider/A+* editors and pick up a copy of *inCider/A+*, a monthly magazine offering practical information for Apple II and Macintosh users. Published by A+ Publishing, Inc., a subsidiary of Macworld Communications, Inc.

EasyShare® Mac

EasyShare Mac is for Macintosh users who need to prevent others from wreaking havoc on their Mac's hard drive or network system. More than just a security product, EasyShare Mac is a menu system that creates a more productive environment for multiple users. Unlike installing numerous system enhancements or cumbersome security products, EasyShare Mac is easy to implement, costs less, and has more features.

LPC (Learning Performance Corporation)
2850 Metro Drive, Suite 413, Minneapolis, MN 55425
800-926-3279

Hypermedia Starter Kit

Quality Computers introduces the Hypermedia Starter Kit, featuring HyperCard and our exclusive HyperHandbook, plus templates, clip art, sounds, and stack-building tools — everything you need to bring hypermedia to your K-12 classroom! See this and many other exciting multimedia products at our booth. And don't forget to ask for a free subscription to *Enhance!*

Quality Computers and Applications, Inc.
20200 E. Nine Mile Road, P.O. Box 665, St. Clair Shores, MI 48080
313-774-7200

Super Solvers Spellbound!

The Master of Mischief has challenged you to the ultimate Spelling Bee. Outspell him and his robot pals and you could reach the White House! Play the fun, interactive puzzles and activities — Word Search, Flash Card, and Criss Cross — to sharpen your spelling skills, help you qualify for finals, and leave the Master of Mischief spellbound! Spellbound! offers more spelling enrichment — captivating animation, school-approved theme, thrilling music and sound effects — than any other product on the market.

The Learning Company
6493 Kaiser Drive, Fremont, CA 94555
(510) 792-2101

Video F/X and Soft F/X

Video F/X is an integrated desktop-video system currently being used at leading universities and colleges, including NYU, Stanford, and the University of Michigan. Video F/X has proven to be an economical and efficient post-production system — the ideal teaching tool for communications departments interested in teaching the latest video technology. Non-linear disk-based editing. PostScript graphics, and QuickTime are also supported in the student software application Soft F/X.

Digital F/X
755 Ravendale Drive, Mountain View, CA 94043
415-961-2800

Millie's Math House and KidDesk

Don't miss these two new interactive programs for young children. Millie's Math House brings early math concepts to life with animated characters, colorful graphics, and spirited music. KidDesk gives each child a personalized, interactive desktop — that protects access to your files. Plus see the TouchWindow that works with any Macintosh software.

Edmark Corporation
6727 185th NE, Redmond, WA 98052
206-861-8200

COMPANIES WITH EDUCATION PRODUCTS

Company	Booth	Category	Grade	DTP	I	Mu	S/E	G	M	R	S	R/L
A+ Publishing	2111	Magazine	All									
Addison-Wesley Publishing Co.	5625	Books	9-A	•	•					•		
Adobe Systems	5427	S	6-A	•				•				
Advanced Gravis	5653	H	9-A	•				•				
Aldus Corporation	5458	S	6-A	•				•				
Applied Engineering	1701	H,S	P-A	•	•	•	•	•	•	•	•	•
ARS Nova	426	S	9-A			•						
ArtBeats	1810	S	9-A	•								
ASD Software Inc.	1416	S	9-A									
BananaFish Software, Inc.	414	S	P-A									
Baseline Publishing, Inc.	1211	S,M	6-A	•				•	•	•		•
Beagle Bros, Inc.	1844	S	1-A		•							
Berkeley Systems	400	S	P-A									
BMUG, Inc.	318, 5215	S,M,S/A,O	1-A	•		•		•				
Broderbund Software	5404	S,M	1-5	•				•				•
C.A.R., Inc.	416	S	P-A	•				•				
Casady & Greene, Inc.	5169	S	P-A	•				•				
CD Technology	5826	S,M	1-12			•						
CE Software Inc.	1400	S										
Ceres Software, Inc.	420	S	9-A									
Changeling Software, Inc.	2128	S	9-A				•				•	
Chinon America, Inc.	2062	H,M	P-A	•				•		•		
Claris Corp.	5434	S	P-A		•							
CompuServe	1922	O	P-A							•		
Computer Care Inc.	348	H	C-A									
Computer Expressions	5233	S/A	9-A									
Curtis Mfg. Co., Inc.	600	H,S/A	6-A	•				•				
Davidson & Associates	1023	S	P-A						•		•	•
Delta Point, Inc.	5227	S	9-A					•				
Deneba Software	5618	S	9-A	•				•				
Design Science, Inc.	5514	S	9-A				•		•			
Digital F/X	523,MRC	H,S,M	9-A	•	•			•				
Digital Vision	1736	H,S,M	1-A	•				•				
Edmark Corporation	MRC	H,S	P						•			
Educational Resources	5204	H,S,M,S/A,N	P-12	•	•	•	•	•	•	•	•	•
Educorp	100	H,S,M	P-A	•			•	•		•		
GCC Technologies	5234	H	P-A	•								
Great Plains Software	5872	S	C-A									
Great Wave Software	1600	S	P-8						•		•	•
Heizer Software	5556	S	P-A						•		•	•
High Performance Systems	5221	S	6-A				•		•		•	
Highlighted Data	131	S,M	6-A	•						•		•
HyperGlot Software Co.	428	S	9-A									

Category

H = Hardware
S = Software
M = Multimedia
S/A = Services/Accessory
N = Networking
O = Online Services

Booth

MCR = MacResource Ctr.
Grade Level
P = Preschool
K = Kindergarten
#s = Grade Level
C = College
A = Adult

Subject

DTP= Desktop Publishg
I = Integrated Software
Mu= Music
S/E= Science/Ecology
G = Graphics

M = Math
R = Reference Materials
S = Social Studies/History
R/L = Reading/Language Arts

KEY

COMPANIES WITH EDUCATION PRODUCTS

Company	Booth	Category	Grade	DTP	I	Mu	S/E	G	M	R	S	R/L
Image Club Graphics, Inc.	1625	S	6-A	•			•			•	•	
Imagine That, Inc.	1530	S	C-A				•					
Inline Design	300	S	1-12									
Insignia Solutions	5151	S	C-A									
Iomega Corp.	1500	H	9-A									
Kaetron Software	5659	S	C-A									
Kensington	5328	H	P-A									
Kent Marsh Ltd., Inc.	5633	S	P-A									
LaCie Ltd.	1306	H,S,M	P-A	•	•		•	•	•	•	•	•
Language Systems	5544	S	C-A									
Lapis Technologies	520	H	P-A	•	•	•	•	•	•	•	•	•
Lawrence Productions	2035	S	P-A								•	
Learning Company, The	MRC	S	P-12		•							
Learning Services	1207	H,S,M,S/A	P-A	•	•		•	•	•	•	•	•
LPC	MRC	S	P-A									
MacAcademy	5663	Training	1-A	•	•			•				
Macromedia™	5224	M	C-A	•				•				
Mainstay	5526	S	C-A	•			•			•		
MECC	2114	S	P-A					•	•	•	•	•
Microcom	5770	S	P-A									
Microspot	5452	S	P-A	•				•				
Microtech International	5157	H,S	P-A	•		•	•	•	•	•	•	•
NADTP	208	Trade	P-A	•								
National Instruments	5261	H,S	9-A				•					
NEC Technologies, Inc.	5812	H,M	9-A									
Optical Access Int., Inc.	309	H,M	P-A	•		•	•	•		•	•	•
Orange Micro, Inc.	5510	H	1-A									
Passport Designs, Inc.	654	S	6-A			•						
Peachpit Press	331	S	9-A	•				•		•		
Pre-Owned Electronics Inc.	1312	H	P-A									
Precision Type, Inc.	337	S	C-A	•								
Prescience	315	S	9-A	•				•	•			
S.H. Pierce & Co.	5830	S	6-A	•				•				
SAS Institute, Inc.	5138	S	C-A						•			
Sassafras Software	442	N	P-A									
Second Wave, Inc.	1318	H,M	1-A	•		•		•				
Softsync, Inc.	5344	S	9-A				•	•				•
Sony Corporation of America	1000	H,M	1-A	•				•		•		
Strategic Mapping, Inc.	5145	S	9-A									
Systat, Inc.	5651	S	C-A					•				
The Multimedia Library	549	M		•	•			•		•	•	
Thought I Could	342	S,M,S/A	P-A	•				•				
Thunderware, Inc.	5637	H,S,M	P-A	•				•				
Timeworks, Inc.	1624	S	9-A	•								
Tom Synder Productions	151	S,M	P-12		•		•		•		•	•
VAMP, Inc.	604	Electronics	9-A									
Ventana Press	1606	Book/Pubs	C-A	•				•		•		
Virtus Corporation	618	S,M	1-A	•				•				
Wolfram Research, Inc.	1710	S	9-A						•			
Zondervan Electronic Pub.	1631	S	C-A									

EDUCATION PRODUCT LISTING

PRODUCT	COMPANY	BOOTH	PRODUCT	COMPANY	BOOTH
2 Step LC for Mac LC's	Computer Care Inc.	348	CD Vol. 4: Art of Ancient Egypt -		
3-1/2" Rewritable Optical System	Sony Corporation of America	1000	200 Color Photos	The Multimedia Library	549
5.25" Drive	Applied Engineering	1701	CD Vol. 5: Arms & Armor -		
A.M.E. - Access Managed Environment	Casady & Greene, Inc.	5169	200 Color Photographs	The Multimedia Library	549
ABC Songbook	Educorp	100	CD-ROM Drives designed for the Mac	Optical Access Int., Inc.	309
AccessPC	Insignia Solutions	5151	CD-ROM Drives with		
Adobe	Precision Type, Inc.	337	General Reference Bundles	Educorp	100
Adobe Illustrator	Adobe Systems	5427	CDA-431 CD-ROM Drive	Chinon America, Inc.	2062
Adobe Premiere	Adobe Systems	5427	CDC-431 CD-ROM Drive	Chinon America, Inc.	2062
Adobe Type Align	Adobe Systems	5427	Citadel	Microcom	5770
Adobe Type Library	Adobe Systems	5427	ClarisWorks	Claris Corp.	5434
Adobe Type Manager	Adobe Systems	5427	Clip Video and Clip Photo CD-Roms	Educorp	100
After Dark, The Ultimate Screen Saver	Berkeley Systems	400	Clipables: the EPS Graphics Library	C.A.R., Inc.	416
Agfa	Precision Type, Inc.	337	Color IT!	Timeworks, Inc.	1624
Aldus FreeHand	Aldus Corporation	5458	Colormate	NEC Technologies, Inc.	5812
Aldus PageMaker	Aldus Corporation	5458	Colorserver LC-16 bit		
Aldus Pagemaker	Educational Resources	5204	(color display boards)	Lapis Technologies	520
Aldus Personal Press	Aldus Corporation	5458	Colorserver LC-24 bit		
Aldus Persuasion	Aldus Corporation	5458	(color display boards)	Lapis Technologies	520
Aldus SuperPaint	Aldus Corporation	5458	Colorserver LC-8 bit		
Alge-Blaster Plus	Davidson & Associates	1023	(color display boards)	Lapis Technologies	520
American Discovery	Great Wave Software	1600	Complete Undelete	Microcom	5770
Analysis Software	National Instruments	5261	CompuServe Information Service	CompuServe	1922
Apex math coprocessor for the			Computer Eyes/B & W Video Digitizer	Digital Vision	1736
Macintosh LC & LCII	Second Wave, Inc.	1318	Computer Eyes/Pro Color		
Apple II & Macintosh Repair Parts	Pre-Owned Electronics Inc.	1312	Video Digitizer	Digital Vision	1736
Atlas Pro	Strategic Mapping, Inc.	5145	Computer Eyes/RT Frame Grabber	Digital Vision	1736
Authorware Professional	Macromedia	5224	Crash Barrier	Casady & Greene, Inc.	5169
Backgrounds for Multimedia Vol. 1	ArtBeats	1810	Creepy Crawlies	Educorp	100
Backgrounds for Multimedia Vol. 2	ArtBeats	1810	Curtis Apple Security Kit	Curtis Mfg. Co., Inc.	600
BeagleWorks	Beagle Bros, Inc.	1844	Curtis Custom Glare Filters	Curtis Mfg. Co., Inc.	600
Berlitz Think & Talk			Curtis MVP Foot Switch	Curtis Mfg. Co., Inc.	600
(Spanish, French, German, Italian)	HyperGlot Software Co.	428	Curtis MVP Mouse	Curtis Mfg. Co., Inc.	600
Bernoulli Box Transportable	Iomega Corp.	1500	Curtis Sugre Protectors	Curtis Mfg. Co., Inc.	600
Bernoulli Pro 90 Dual	Iomega Corp.	1500	Custom Imprinted Mouse Pads	Computer Expressions	5233
Big Thesaurus	Deneba Software	5618	Data Acquisition Boards	National Instruments	5261
Bitstream	Precision Type, Inc.	337	Davidson Educational Software	Learning Services	1207
BLP Elite	GCC Technologies	5234	Decimal & Fraction Maze	Great Wave Software	1600
BLP II/BLP IIs	GCC Technologies	5234	Decisions, Decisions Environment	Tom Snyder Prod.	151
BMUG Guide to Bulletin Boards and Beyond	BMUG, Inc.	318, 5215	Decisions Prejudice & Substance Abuse	Tom Snyder Productions	151
BMUG PD-ROM	BMUG, Inc.	318, 5215	DeltaGraph Professional	Delta Point, Inc.	5227
BMUG Shareware Disk Catalog	BMUG, Inc.	318, 5215	Diagnosys - Mac System Help Utility	Baseline Publishing, Inc.	1211
BMUG TV-ROM	BMUG, Inc.	318, 5215	Dictionary of the Living World	Educorp	100
BMUG TV-ROM	BMUG, Inc.	318	DigitArt Clip Art		
BookRam for PowerBooks	Computer Care Inc.	348	(24 Volumes of EPS clip art)	Image Club Graphics, Inc.	1625
BookView for PowerBooks	Computer Care Inc.	348	Disktop	CE Software Inc.	1400
BookView Imperial for PowerBooks	Computer Care Inc.	348	DR. Macintosh, Second Edition	Addison-Wesley Publishing Co.	5625 - 5627
Broderbund Educational Software	Learning Services	1207	DS-3000 Color Scanner	Chinon America, Inc.	2062
Business Mystat:			DSP Boards	National Instruments	5261
Statistical Applications for Business	Systat, Inc.	5651	Ease of Use	Optical Access Int., Inc.	309
Calendar Maker	CE Software Inc.	1400	EasyShare Mac	LPC	MRC
Canvas 3	Deneba Software	5618	Educational Discounts	Optical Access Int., Inc.	309
Carbon Copy for the MAC	Microcom	5770	Educational Macintosh Catalog	Educational Resources	5204
CD Porta-Drive	CD Technology	5826	Educators Forum	CompuServe	1922
CD Rom Drives designed for the MAC	Optical Access Int., Inc.	309	Electronic Map Cabinet	Highlighted Data	131
CD Vol. 1: Russia & China -			Encore	Passport Designs, Inc.	654
200 Color Photographs	The Multimedia Library	549	Europa External & Internal Hard Drives	Microtech International	5157
CD Vol. 2: South Pacific -			Expanse NB4 NuBus expansion chassis	Second Wave, Inc.	1318
200 Color Photographs	The Multimedia Library	549	Expanse NB8 NuBus expansion chassis		
CD Vol. 3: Parades/Demonstration -			for Mac II & Quadras	Second Wave, Inc.	1318
200 Color Photos	The Multimedia Library	549	Expanse/30 for the Macintosh SE/30	Softsync, Inc.	5344
			Expert Astronomer	Softsync, Inc.	5344
			Expert Color Paint	Softsync, Inc.	5344
			Expert Writer	Softsync, Inc.	5344

EDUCATION PRODUCT LISTING

PRODUCT	COMPANY	BOOTH	PRODUCT	COMPANY	BOOTH
Exposure - Screen Capture w/Integrated Painting	Baseline Publishing, Inc.	1211	Learn to Speak (French, Spanish, English)	HyperGlot Software Co.	428
Expressionist 3.0 (New Version)	Prescience	315	Learning Co. Educational Software	Learning Services	1207
Extend	Imagine That, Inc.	1530	LightningScan 400	Thunderware, Inc.	5637
Extend & Manufacturing	Imagine That, Inc.	1530	LightningScan Compact	Thunderware, Inc.	5637
Fastat	Systat, Inc.	5651	LightningScan Pro 256	Thunderware, Inc.	5637
FileGuard	ASD Software Inc.	1416	Linotype	Precision Type, Inc.	337
FileMaker Pro	Clarix Corp.	5434	Looking Good in Print	Ventana Press	1606
Flash Card French	Heizer Software	5556	Low cost Apple II Peripherals	Pre-Owned Electronics Inc.	1312
Flow Chart Express	Kaetron Software	5659	Low cost Apple II Repair & Service Support	Pre-Owned Electronics Inc.	1312
Fluent Laser Fonts	Casady & Greene, Inc.	5169	Low cost Macintosh Peripherals	Pre-Owned Electronics Inc.	1312
FolderBolt	Kent Marsh Ltd., Inc.	5633	Low cost Macintosh Repair & Service Support	Pre-Owned Electronics Inc.	1312
Footage 91	Highlighted Data	131	MacAcademy Video Training Library	MacAcademy	5663
Foreign Language Forum	CompuServe	1922	MacBible	Zondervan Electronic Pub.	1631
Fortran Tools for Appmaker	Language Systems	5544	MacAccess Card Reader	ASD Software Inc.	1416
Full Page Images	ArtBeats	1810	MacDraw Pro	Clarix Corp.	5434
GPIB Instrument Control Hardware	National Instruments	5261	MacFlow 3.7	Mainstay	5526
Grading & Attendance Set	Heizer Software	5556	MacInteriors	Microspot	5452
Graphics Gallery EPS & MacPaint	Educational Resources	5204	MacPaint	Clarix Corp.	5434
Grappler +	Orange Micro, Inc.	5510	MacPalette II-AppleTalk Version	Microspot	5452
Grappler +300	Orange Micro, Inc.	5510	MacPlot Professional	Microspot	5452
Grappler II 9Pin	Orange Micro, Inc.	5510	MacPlot Standard	Microspot	5452
Grappler IIsp	Orange Micro, Inc.	5510	MacRescue for 128k, 512k Macs	Computer Care Inc.	348
GrapplerShare	Orange Micro, Inc.	5510	MacSchedule	Mainstay	5526
Gravis Mouse Tick	Advanced Gravis	5653	MacroMind Director	Macromedia	5224
Gravis Supermouse	Advanced Gravis	5653	MacroModel	Macromedia	5224
Great Plains Accounting Accounts Payable	Great Plains Software	5872	MacSchedule 3.0	Mainstay	5526
Great Plains Accounting Accounts Receivable	Great Plains Software	5872	MacWrite II	Clarix Corp.	5434
Great Plains Accounting Cash Management	Great Plains Software	5872	Magic	Macromedia	5224
Great Plains Accounting General Ledger	Great Plains Software	5872	Marco Polo 2.0	Mainstay	5526
Headline Harry & The Great			MarkUp 2.0	Mainstay	5526
Paper Race	Davidson & Associates	1023	Master Tracks Pro	Passport Designs, Inc.	654
Hypermedia Starter Kit	Quality Computers	MRC	MasterPiece	Kensington	5328
Illustrated Handbook of Desktop Publishing	Highlighted Data	131	Math and Science Forum	CompuServe	1922
inCider/A+	A+ Publishing	2111, MRC	Mathematica	Wolfram Research, Inc.	1710
			MathType™	Design Science, Inc.	5514
			McCAD Classic Spice	VAMP, Inc.	604
			McCAD PCB-1	VAMP, Inc.	604
			MCCAD Schematics	VAMP, Inc.	604
			McCAD Schematics IS	VAMP, Inc.	604
			McGee	Lawrence Productions	2035
Infocus PC Viewers	Learning Services	1207	McGee at the Fox Fair	Lawrence Productions	2035
InLarge, The Software Magnifying			MediAlive	CD Technology	5826
Glass For Visually Impaired	Berkeley Systems	400	Memory Mover - Conflict Catcher	Casady & Greene, Inc.	5169
Inspiration	Ceres Software, Inc.	490	Merriam-Webster's Ninth		
International Inspirer (World Geography)	Tom Synder Productions	151	New Collegiate Dictionary	Highlighted Data	131
Intersect	NEC Technologies, Inc.	5812	Micromcom Value Pak	Microcom	5770
JMP Design (TM)	SAS Institute, Inc.	5138	Microtech Memory Modules & Upgrades	Microtech International	5157
JMP (R)	SAS Institute, Inc.	5138	Millie's Math House	Edmark Corp.	MRC
Just Grandma & Me	Broderbund Software	5404	Mind Castle	Lawrence Productions	2035
Katie's Farm	Lawrence Productions	2035	Monotype	Precision Type, Inc.	337
"Keyboard Buddy" wrist rests	Computer Expressions	5233	"Mouse Buddy" mini wrist rests	Computer Expressions	5233
Keyserver	Sassafras Software	442	Multimedia Catalog (Industry's First!)	Educational Resources	5204
Keyserver Light	Sassafras Software	442	MusicTime	Passport Designs, Inc.	654
KidDesk	Edmark Corp.	MRC	Mystat: Statistical Applications	Systat, Inc.	5651
Kid Pix	Broderbund Software	5404	NADTP Journal	NADTP	208
Kid Pix Companion	Broderbund Software	5404	NADTP Membership	NADTP	208
Kid Works 2	Davidson & Associates	1023	New Math Blaster Plus	Davidson & Associates	1023
Kids Time	Great Wave Software	1600	Newsletters from the Desktop	Ventana Press	1606
LabView	National Instruments	5261	Nigel's World	Lawrence Productions	2035
Language Systems Fortran	Language Systems	5544	NightWatch II	Kent Marsh Ltd., Inc.	5633
Lapis Dual Page Monitors (monochrome & gray scale)	Lapis Technologies	520	NoteBook KeyPad (for PowerBooks)	Kensington	5328
Lapis Full Page Monitors (monochrome & gray scale)	Lapis Technologies	520	NoteBook Traveler Carrying Cases	Kensington	5328
Laser Library Cd-ROM System	Sony Corporation of America	1000	Nova External & Internal Hard Drives	Microtech International	5157
Learn C on the Macintosh	Addison-Wesley Publishing Co.	5625			

EDUCATION PRODUCT LISTING

PRODUCT	COMPANY	BOOTH	PRODUCT	COMPANY	BOOTH
Nova XL External & Internal Hard Drives	Microtech International	5157	The System 7 Books	Ventana Press	1606
Number Maze	Great Wave Software	1600	The Word 5 for the Macintosh		
Number Munchers	MECC	2114	Print & Presentation Kit	Addison-Wesley Publishing Co.	5625 - 5627
OutSpoken, The Talking Mac Interface for the Blind	Berkeley Systems	400	Theorist	Prescience	315
Packet Drive 40MB-120MB			Thought Pattern™ 2.0	BananaFish Software, Inc.	414
palm-sized hard drive	LaCie Ltd.	1306	Thunder 7 - Spelling & Thesaurus	Baseline Publishing, Inc.	1211
PacPalette II AppleTalk Version	Microspot	5452	ThunderScan Plus	Thunderware, Inc.	5637
Pax Imperia	Changeling Software, Inc.	2128	TimeLiner	Tom Synder Productions	151
Performance	Optical Access Int., Inc.	309	TitleMan PostScript title generator	Digital F/X	523
Personal LaserPrinter II (PLPII)	GCC Technologies	5234	Top Down	Kaetron Software	5659
Pioneer Laserdisc Software	Learning Services	1207	TouchWindow	Edmark Corp.	MRC
Plus Drive	Applied Engineering	1701	TransWarp LC	Applied Engineering	1701
PosterWorks	S.H. Pierce & Co.	5830	TransWarp SE	Applied Engineering	1701
Pratica Musica	ARS Nova	426	Trax	Passport Designs, Inc.	654
Pro 90 Bernoulli PC Powered	Iomega Corp.	1500	Tsunami 50MB-400 MB hard drive	LaCie Ltd.	1306
Pronunciation Tutor			Turbo Mouse 4.0	Kensington	5328
(Spanish, French, German, Russian, Chinese)	HyperGlot Software Co.	428	Turbo Trax	Passport Designs, Inc.	654
Publish IT! Easy	Timeworks, Inc.	1624	UltraDrive	GCC Technologies	5234
Publish IT! PC	Timeworks, Inc.	1624	Ultrapalet	Deneba Software	5618
Quadra Link	Applied Engineering	1701	USA GeoGraph	MECC	2114
Quickkeys	CE Software Inc.	1400	Using ClarisWorks	Addison-Wesley Publishing Co.	5625
QuickMail	CE Software Inc.	1400	Vdeck Hi8 VCR	Sony Corporation of America	1000
Reading Maze	Great Wave Software	1600	Video F/X integrated desktop production system	Digital F/X	523 - MRC
School Spirit, Subject, and Sport & Spirit Graphics	Educational Resources	5204	VIP-C	Mainstay	5526
Screenshot - Screen Capture	Baseline Publishing, Inc.	1211	ViperDrive Floptical Disk Drive	Second Wave, Inc.	1318
Silentwriter	NEC Technologies, Inc.	5812	Virex	Microcom	5770
Silver Lining Software	LaCie Ltd.	1306	Virtus Voyager	Virtus Corporation	618
Silver Scanner, flatbed color scanner	LaCie Ltd.	1306	Virtus WalkThrough	Virtus Corporation	618
Soft F/X	Digital F/X	MRC	WALLPAPER	Thought I Could	342
Soft Polish	Language Systems	5544	Warranties/Guarantees	Optical Access Int., Inc.	309
SoftNode	Insignia Solutions	5151	Wonderful Problems of Fizz		
SoftPC	Insignia Solutions	5151	& Martina Group Math	Tom Synder Productions	151
Songworks	ARS Nova	426	Word Munchers	MECC	2114
Sony Family of Multiscan			WordHunt	Heizer Software	5556
High-Resolution Monitors	Sony Corporation of America	1022	Word Torture (Spanish, French, German, Italian, Russian)	HyperGlot Software Co.	428
Speed Math	Heizer Software	5556	WritImpact	GCC Technologies	5234
Speed Spanish	Heizer Software	5556	Your Personal Trainer for the SAT	Davidson & Associates	1023
Spelling Coach	Deneba Software	5618	Zen and the Art of Resource Editing	BMUG, Inc.	318, 5215
Stands and Convenience Accessories	Kensington	5328			
Stella II	High Performance Systems	5221			
Students Forum	CompuServe	1922			
Super Munchers	MECC	2114			
Super QuickDEX - Computerized Rolodex	Casady & Greene, Inc.	5169			
Super Solvers Spellbound!	The Learning Company	MRC			
Swamp Gas - USA	Inline Design	300			
Swivel 3.0	Macromedia	5224			
Systat	Systat, Inc.	5651			
Talking Moose - Text to Speech	Baseline Publishing, Inc.	1211			
Transport ProDOS Partitioning Software	Microtech International	5157			
Tense Tutor					
(Spanish, French, German, Italian)	HyperGlot Software Co.	428			
The Image Club Typeface Library	Image Club Graphics, Inc.	1625			
The Little Mac Book, 2nd Edition	Peachpit Press	331			
The Little System 7 Book	Peachpit Press	331			
The Mac is not a typewriter	Peachpit Press	331			
The Mac Shareware 500	Ventana Press	1606			
The Macintosh Bible, 3rd Edition	Peachpit Press	331			
The Macintosh Companion	Addison-Wesley Publishing Co.	5625 - 5627			
The Oregon Trail	MECC	2114			
The Presentation Design Book	Ventana Press	1606			
The Quark Xpress Book, 2nd Edition	Peachpit Press	331			

EDUCATION CONFERENCE DESCRIPTIONS

All Education Conferences located in Meeting Room F or G at Bayside Expo Center

WEDNESDAY

Wednesday, August 5

11:30-12:50

Slot 31, Room F.....BEC

QuickTime for Teachers

Apple's incredible QuickTime allows users to paste video, animation, and sound into just about any document. The possibilities this opens up to educators are limited only by the imagination! Part 1 of this session will demonstrate the special features of Apple's QuickTime that are particularly interesting and useful to educators. [Please note: this session will run 80 minutes, from 11:30 to 12:50.]

Philip M. Ivanier, Evangelist, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014.

In Part 2 of this session, two educators will demonstrate in real-time the power and versatility of QuickTime as an education tool, while illustrating how easily Macintoshes can integrate multimedia. Specifically, they will pan the audience with a video camera, save this as a QuickTime movie via VideoSpigot, and paste it into an application document already open in the background.

Tony Clerico, Acting Curriculum Coordinator, School District of Philadelphia, Room 330 Administration Bldg., 21st & Parkway, Philadelphia, PA 19103;

Paul Hampel, Technology Coordinator, George Washington High School, 11000 Bustleton Ave., Philadelphia, PA 19116.

Wednesday, August 5

11:30-12:20

Slot 32, Room G.....BEC

Long-Range Planning Tools from Apple: A Multimedia Approach

As school and district committees develop long-range plans, technology will play an increasingly important role. Apple's long-range planning tool, Teaching Learning and Technology, uses the power of technology to assist and support the planning process. TLT is divided into six practical steps, from envisioning the future to assessing and adjusting the plan. The focus is on classroom teaching and learning practices that are supported by technology. Included will be a presentation of the newly released QuickTime version with on-screen video.

Glenn Fisher, Special Projects, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014.

Wednesday, August 5

1:00-1:50

Slot 39, Room F.....BEC

The Macintosh Student Forum

In this session, a panel composed entirely of students will demonstrate and discuss projects in which technology in general and the Macintosh in particular have proven their usefulness as valuable learning tools. Moderator: **Steven Bobker**, Contributing Editor, MacUser, 950 Tower Ln., Foster City, CA 94404.

1. Canfield, "The Macintosh School System" — Canfield Local was the first school system in the U.S. to use Macintoshes exclusively from kindergarten to the superintendent's office. A small northeastern Ohio district, Canfield has 2300 students — and over 150 Macs! In this session, a high-school senior and a recent graduate tell how the Macintosh has empowered — and captivated — them, in such diverse activities as printing to video, creating stacks, CAD in part-time electrical work, sound effects for the drama department, and more! **Sam Boutros**, Class of '93, Canfield High School; and **Jason Mitchell**, Case Western Reserve University (Canfield H.S. Class of '90), 100 Cardinal Dr., Canfield, OH 44406.

2. Global Education: Prague Summer/Newton (Mass.) Public Schools — is a collaborative and innovative program involving international secondary and higher education, with Apple technology linking all levels. A model seminar in active, cooperative learning, Boston students based in Prague for three weeks each summer have Central European history and literature as their curriculum and one of the world's oldest and most romantic cities as their textbook. Prague Summer students have taught Czech and Slovak students and teachers both by the manner of their learning and with multimedia projects such as the Prague Summer newspaper, HyperCard, AppleLink, and Persuasion learning products. **Gary Alpert**, **Niki Huff**, and **Evan O'Reilly**, Newton North High School; **Kristina Rieske** and **Becky Rottenberg**, Newton South High School; and **Becky Pollard**, Brookline High School, c/o Newton Public Schools, 360 Lowell Ave., Newtonville, MA 02160.

Wednesday, August 5

1:00-2:20

Slot 40, Room G.....BEC

The Integrated Educational Environment: Apple IIs, Macs, and IBMs

Contrary to popular misconception, it's a relatively easy matter to connect Apple IIs, Macs, and IBM PCs on a network, easy to share a data file or a

printer among them, and even possible to run the same programs on all machines. But there are complications on the way to making them work together. Part 1 of this session will answer the big question: what hardware and software do you need to really make these computers cooperate? [Please note: this session will run 80 minutes, from 1:00 to 2:20.] **Dan Muse**, Editor-in-Chief, and **Paul Statt**, Senior Editor, inCider/A+, 80 Elm St., Peterborough, NH 03458. **Bob Ryan**, Technical Editor, BYTE Magazine, 1 Phoenix Mill Rd., Peterborough, NH 03458.

Part 2 of this session, How to Develop and Staff Computer Labs, will highlight the lessons learned by the lab manager at New Mexico State University in software-licensing management, identifying and recruiting ideal user-assistance staff, certification of staff, and (of special interest to harried lab managers!) using e-mail to do everything from scheduling, training, and payroll, to "meetings," evaluations, memos, and last-minute substitution. **Marilyn Martin**, Computer Center Lab Manager, New Mexico State University, Dept. 380, Box 30001, Las Cruces, NM 88003.

Wednesday, August 5

2:30-3:50

Slot 47, Room F.....BEC

HyperCard in Education

Arguably more than any other piece of Macintosh software, HyperCard has captured the imagination of educators and students. A classroom-management tool, a multimedia manager, a medium for student projects, a tool for teaching programming — HyperCard can be just about anything you want it to be. This session highlights academic success stories from elementary school to university level to school superintendent! [Please note: this session will run 80 minutes, from 2:30 to 3:50.]

Karen Rall, President, Rall & Co., 9092 Bellway Way, Columbia, MD 21045 (moderator);

David Costello, Social Studies Teacher, Canfield High School, 100 Cardinal Dr., Canfield, OH 44406;

Linda Guterba, Elementary Instructor, Gifted and Talented Students, Canfield Local Schools, 100 Wadsworth St., Canfield, OH 44406;

Tom Hughes, Senior Technical Consultant, Information Technologies, Cornell University, 220 CCC Garden Ave., Ithaca, NY 14853;

Anne Morgan, Faculty, Rhode Island School of Design, Box 1730, Providence, RI 02903;

James Watkins, Superintendent, Canfield Local Schools, 100 Wadsworth St., Canfield, OH 44406.

EDUCATION CONFERENCE DESCRIPTIONS

All Education Conferences located in Meeting Room F or G at Bayside Expo Center

Wednesday, August 5
2:30-3:50

Slot 48, Room G.....BEG

Learning Tools for Preschool and Early Childhood

Computers are great learning tools for young children, but often parents are forced to go it alone. This session focuses on new approaches to educating young children, in both the public and private sectors. Two entrepreneurs discuss strategies and the experiences of their companies, which provide educational products and services to young children. Also on hand is a preschool educator and an Apple representative to discuss unique resources that Apple is developing—specifically, Apple Early Language Connections, a literature-based, comprehensive early-language arts package designed for a balanced reading, writing, listening, and speaking curriculum for grades K-2. The package includes Macintosh LC II computers, along with some of the best software available for early learning, over 320 books by well-known children's authors, audio tapes, and children's books on CD-ROM; the teacher is provided with detailed lesson plans, portfolio-assessment tools, productivity software, training, and free technical support. This session will also present some criteria for selecting useful hardware and software for children. [Please note: this session will run 80 minutes, from 2:30 to 3:50.]

Barrie Soskinsky, Author/Consultant/Developer, 1425 Beacon St., Newton, MA 02168 (moderator);

Karen Bryant, Faculty, North York Elementary School, Route 63, Retsof, NY 14539;

Peter Markovitz, President, FutureKids, 5775 W. Century Blvd., Suite 1555, Los Angeles, CA 90045;

Marshall Smith, President, WGBH/Learningsmith, The Mall at Chestnut Hill, 199 Boylston St., Chestnut Hill, MA 02168.

Wednesday, August 5
4:00-5:30

Slot 54, Room F.....BEG

Enhancing Teaching and Learning with Technology

This session begins with an overview of the design of the new Instructional Research & Development Laboratory at Boston College, which includes laserdisc recording capability, a laserdisc jukebox, 35mm slide production, large-screen projection systems, video capture and editing equipment, portable kiosks, voice control of all electronics in the facility, and individual polling of all student disks, just to name a few. The second part of the session will demonstrate how to record live and still images directly to laserdisc.

[Please note: this session will run 90 minutes, from 4:00 to 5:30.]

Dr. Peter Olivieri, Director, Instructional R&D Laboratory, Boston College, 140 Commonwealth Ave., Chestnut Hill, MA 02167.

THURSDAY

Thursday, August 6

11:30-12:20

Slot 69, Room F.....BEG

Two Months to a CD-ROM: We Did It and So Can You!

CD-ROM's large storage capacity, its transportability, and its readiness for information access make this an ideal medium for information sharing and distribution. Since the introduction of CD-ROM in libraries in January 1985, there has been incredibly fast growth of electronic CD-ROM publishing, with well over 1500 CD-ROM titles commercially available. Yet until recently, cost has prohibited individual organizations from considering CD-ROM publishing themselves. Technology has developed so rapidly that CD-ROM desktop publishing is now possible. This session highlights the experiences of two graduate students who produced — in a two-month period — a CD-ROM containing full text and images of four conference proceedings. The focus will be on practical issues involved and problems encountered — and how they were solved.

Dr. Ching-chih Chen, Professor and Associate Dean, Graduate School of Library and Information Science, Simmons College, 300 The Fenway, Boston, MA 02115.

Thursday, August 6

11:30-12:50

Slot 70, Room G.....BEG

Desktop Publishing for Educators

This session features three sterling — and disparate — examples of the value of Macintosh desktop publishing in education [Please note: this session will run 80 minutes, from 11:30 to 12:50.]

Co-Moderators: **Dan Muse**, Editor-in-Chief, inCider/A+, 80 Elm St., Peterborough, NH 03458; and **Charles Piller**, Associate Editor/Features, Macworld, 501 Second St., San Francisco, CA 94107.

1. Canfield Local, "The Macintosh School System" — How school districts — even small ones — can improve image and

public support through desktop publishing. **Joe Rottenborn**, Assistant Superintendent, Canfield Local Schools, 100 Wadsworth St., Canfield, OH 44406.

2. Miller School: Teaching Reading — At Miller Elementary, desktop publishing is offered as early as kindergarten as a main approach to teaching reading. This presentation will share the very positive results of having young children create books on screen. **Jack Mara**, Principal, Miller School, Box C, Waldoboro, ME 04572.

3. Newton South High School: Students Teaching Teachers — For more than three decades, students at one of America's most respected secondary schools have published a lively, diverse, and award-winning monthly. As a consequence of Macs' ease of use and superior graphics, within the past five years an even wider range of youngsters (more than 60 to date) has gained greater control over what they say and how they say it. With a self-generated budget of \$14,000 and four thousand readers an issue, these students write, edit, and produce the publication, *Denebola*, while instructing their advisor and other teachers in Word 5, PageMaker 4.2, Quark, PhotoShop, Omnipage, and Persuasion. **George Abbott White**, Journalism Advisor; with **Adam Bernstein**, **Hilary Browne**, **Jennifer Heyman**, **Vanessa Reisen**, and **Rebecca Wand**, Students, Newton South High School, 140 Brandeis Rd., Newton Centre, MA 02159.

Thursday, August 6

1:00-2:20

Slot 77, Room F.....BEG

Multimedia Show-and-Tell

This session will first provide you with a quick demo of some of the best multimedia titles commercially produced, from both The Voyager Company and ABC News InterActive. Then you'll be treated to two exceptional examples of educator-created multimedia at its finest: (1) Over the past few years, the staff of the New Laboratory for Teaching and Learning at The Dalton School has been developing *Playbill*, a multimedia literature reader. The current iteration of the program links the Riverside edition of Shakespeare's *Macbeth* with two video productions (Orson Welles, 1948; Roman Polanski, 1971), as well as with secondary textual material, still images, and the Oxford English Dictionary. QuickTime and DiVA's VideoShop allow students to "grab" video clips and integrate them into their presentations; they also allow them to redirect the productions by manipulating and editing frames, overdubbing sound tracks, etc. (2) Springfield Public School District #186 has produced a laserdisc on Abraham Lincoln and life in Illinois during the 1800s. They market their

EDUCATION CONFERENCE DESCRIPTIONS

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"home-grown" laserdisc (including the HyperCard stacks and documentation) for profit through a software distributor, using the profits to purchase more technology for their district. The laserdisc was created by a cadre of teachers who, for the most part, had never before used a Macintosh, HyperCard, or a laserdisc player; they created the stacks, shot the video, and produced the disc in less than three months. [Please note: this session will run 80 minutes, from 1:00 to 2:20.]

Dr. Richard Wolfson, Professor, Department of Technology, Montclair State College, Upper Montclair, NJ 07043 (moderator);

Luyen Chou, Associate Director, New Laboratory for Teaching and Learning, The Dalton School, 108 E. 89th St., New York, NY 10128;

Nancy Dickenson, Manager, Education Marketing, ABC News InterActive, 7 W. 66th St., New York, NY 10023;

Mike Holinga, Director of Technology, Springfield Public School District #186, Administration Center, 1900 W. Monroe St., Springfield, IL 62704;

Jeri Wilson, Interface Designer, The Voyager Company, 1353 Pacific Coast Hwy., Santa Monica, CA 90401.

Thursday, August 6

1:00-1:50

Slot 78, Room G.....BEC

The Mac in Math and Science

As in so many other applications, the Macintosh positively shines when it comes to enhancing understanding of mathematics and science. This session will provide a broad spectrum of examples, including high-end scientific multimedia computing (sonar telemetry with lobsters), the teaching of fractals and randomness, ancient technologies for teaching and learning, and more.

Bruce I. Berkoff, Mac Platform Manager, ZD Labs, 320 B Lakeside Dr., Foster City, CA 94404 (moderator);

Joseph Ayers, Director, Marine Science Center, Northeastern University, East Point, Nahant, MA 01908;

James G. Lengel, Education Technology Consultant, Apple Computer, Inc., 171 Locke Dr., Marlborough, MA 01752;

Gene Stanley, Professor, Department of Physics, Boston University, Boston, MA 02215.

Thursday, August 6

2:30-3:50

Slot 85, Room F.....BEC

Do-It-Yourself Multimedia

The Macintosh has further broadened education's horizons by making available a truly dazzling array of tools for teachers and students to communicate and learn more effectively. In this three-part session, you will get firsthand feedback and top-notch examples of how the power of multimedia might be harnessed for your particular needs. [Please note: this session will run 80 minutes, from 2:30 to 3:50.]

Moderator: **Paul Statt**, Senior Editor, inCider/A+, 80 Elm St., Peterborough, NH 03458.

Part 1: As the Macintosh and related technologies (PostScript, QuickTime, color laser printers, CD-ROM, etc.) proliferate, users are acquiring low-cost tools for producing high-quality information graphics and integrating text, pictures, sound, and animation. But the products do not provide expertise in presenting information, which can only be gained by understanding how the human mind perceives and processes the information it receives. Dr. Kosslyn will explain the most important facts about human perceptual abilities (and inabilities) and discuss how to apply them when creating multimedia presentations. He will pay special attention to the problems of overcoming the most common mistakes that much current design software allows (or even encourages, by providing poor default settings), and how to choose software that makes it easier to present information in the most understandable and memorable ways.

Dr. Stephen M. Kosslyn, Professor of Psychology, Harvard University, P.O. Box 1608, Harvard Square Station, Cambridge, MA 02238.

In Part 2 of the session, two educators will show how they've created an electronic portfolio for students, making it possible to maintain a dossier on a student virtually from kindergarten through senior year, containing not only data but electronic capture of anything the student creates. The presenters will incorporate text, sound, video, still images, and scanned images using Scholastic's Point of View (POV) engine and timeline format. There will also be a demonstration of POV's ability to link to assessment tools and software that reside outside the POV package. This presentation will be a powerful experience, and clearly demonstrate the maneuverability and versatility of portfolio development and management. Also featured here: the very positive impact of Claris Filemaker Pro and QuickTime on physical education!

Robert Densmore, Technology Advisor, Rutland Public Schools, 6 Church St., Rutland, VT 05701; and **Douglas Snow**,

Physical Education Teacher, Manchester Elementary School, Memorial Ave., Manchester Center, VT 05255.

Part 3 of the session will highlight two educators who have utilized HyperCard both as a teaching tool and as a medium for students to perform presentations based on assignments received in various classes, thus enabling students to expand their ability to communicate beyond the traditional pen-and-paper. When used in concert with CD-ROMs and laserdiscs, HyperCard lets students demonstrate their own unique interpretations of the subject at hand.

Tony Clerico, Acting Curriculum Coordinator, School District of Philadelphia, Room 330 Administration Bldg., 21st & Parkway, Philadelphia, PA 19103; and **Paul Hampel**, Technology Coordinator, George Washington High School, 11000 Bustleton Ave., Philadelphia, PA 19116.

Thursday, August 6

2:30-3:20

Slot 86, Room G.....BEC

Shareware and Public Domain Software for Educators

Shareware and public-domain software provide an excellent source of inexpensive, readily available software for educators and students. But how do you keep up with the vast array of software that's available? How do you know what's the best? What are the most effective resources available and how do you find them? What utilities and tools are the most efficient for downloading shareware and freeware from on-line services? This panel of experts will survey resources of shareware and public-domain software, provide tips and techniques for finding and downloading on-line software, and showcase a few of the hottest shareware and freeware programs available.

Cameron Crotty, Review Editor, inCider/A+, 80 Elm St., Peterborough, NH 03458 (moderator);

Maria L. Langer, Author, The Mac Emporium: A Guide to Over 450 Shareware Programs, P.O. Box 212, Harrington Park, NJ 07640;

Ruffin Prevost, Author, The Mac Shareware 500, c/o Ventana Press, P.O. Box 2468, Chapel Hill, NC 27515;

Ben Templin, Manager, ZiffNet/Mac, ZiffNet Information Services, 950 Tower Ln., 18th Floor, Foster City, CA 94404.

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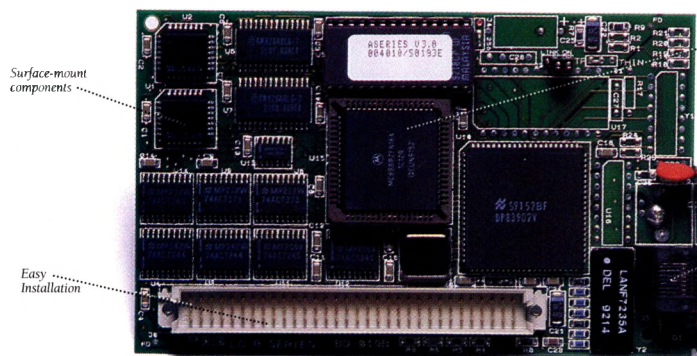
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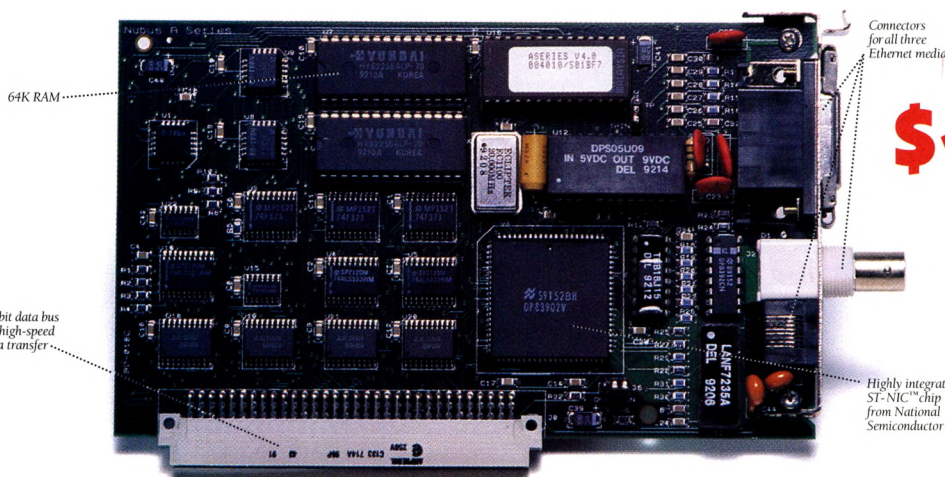


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Boston Common - Corner of Boylston & Tremont Street (B)

Shuttle Schedule: _____

August 4 - August 6, 1992

9am-11am	Downtown Morning Shuttle
9am-6pm	Bayside Expo Center & World Trade Center Express
5pm-7pm	Downtown Evening Shuttle

August 7, 1992

9am-11am	Downtown Morning Shuttle
9am-3pm	Bayside Expo Center & World Trade Center Express
2pm-4pm	Downtown Evening Shuttle

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Ritz Carlton (B/C)
Sheraton Boston (C)
Sheraton Tara Braintree (H)
Tremont House (B)
Westin Copley (C)

Hotel Legend:

(C) = Hotel is within walking distance of Copley Square Shuttle Location.

(B) = Hotel is within walking distance of Boston Common Shuttle Location.

(H) = Hotel is providing its own shuttle service to MACWORLD Expo (check with hotel directly for specifics).

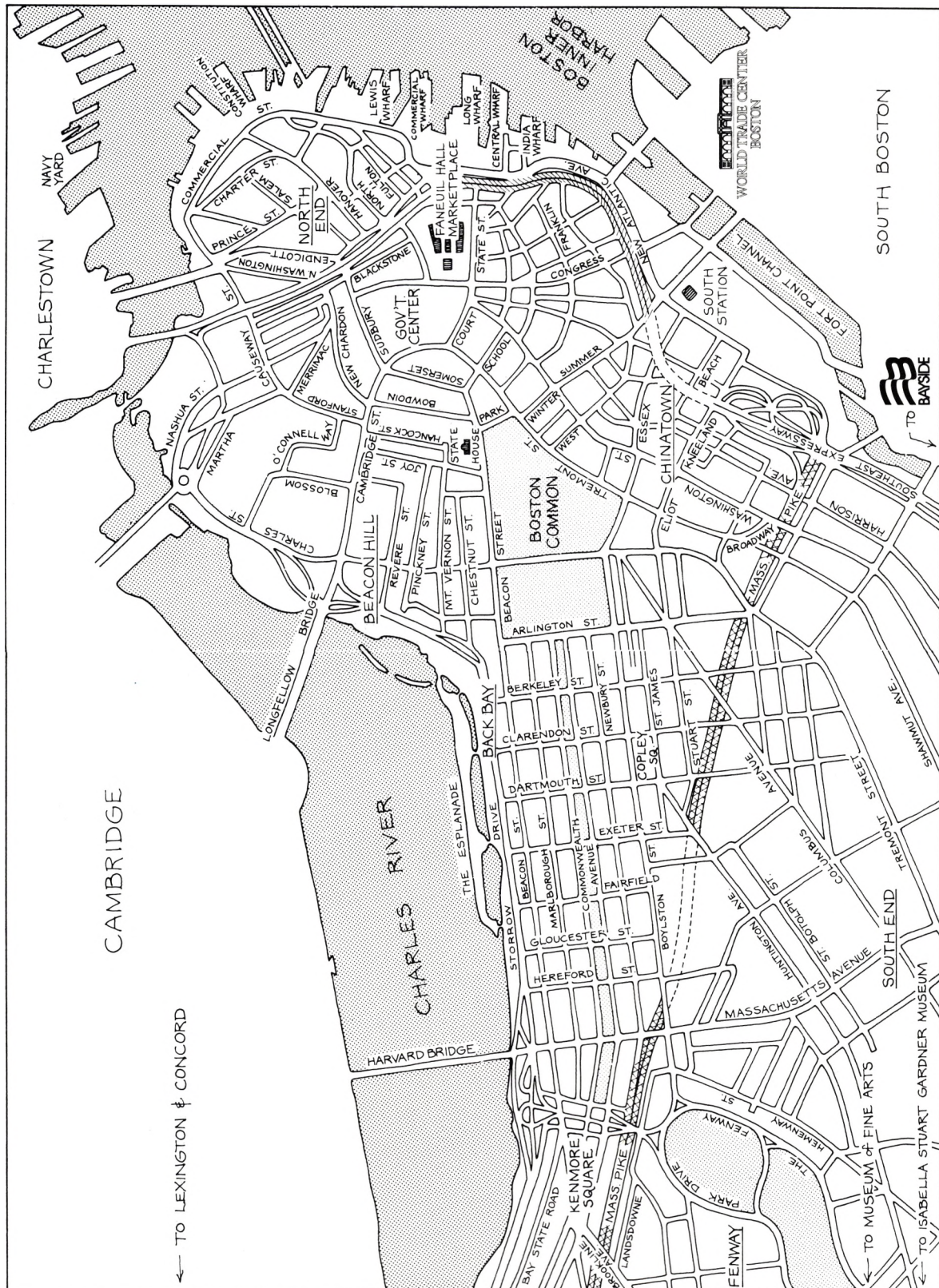
FOCUS Enhancements, sponsors of the MACWORLD Expo shuttle bus, are exhibiting at BEC/160. Stop by their booth, and see their ads on the opposite page and page 38, for additional FOCUS Enhancements information.

BOSTON CITY MAP

BEC indicates BaySide Exposition Center

WTC indicates World Trade Center

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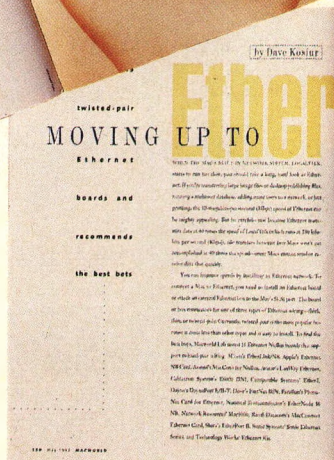
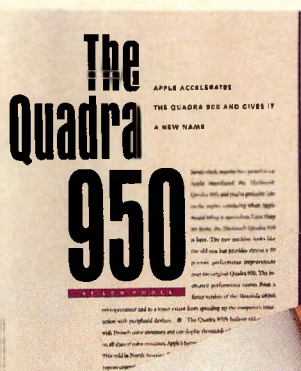
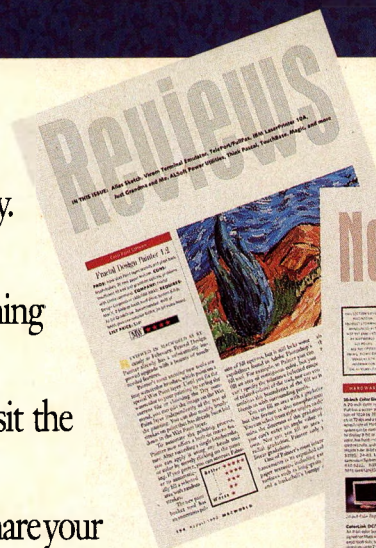
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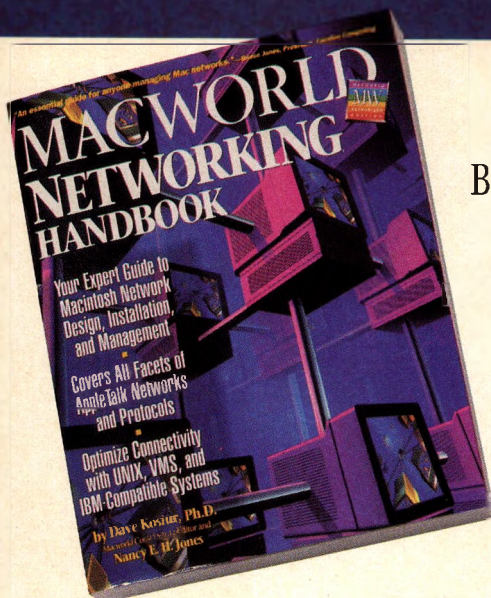
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**TUESDAY,
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Dave Kosiur, network-
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Macworld contributing
editor; co-author of
Macworld Networking
Handbook, an easy-to-
understand guide to
designing, installing,
and managing
AppleTalk networks.

**WEDNESDAY,
AUGUST 5, 11AM**
Christopher Yavelow,
Mac music guru and
author of the definitive
guide to music, sound,
and multimedia
entitled Macworld
Music & Sound Bible.

**THURSDAY,
AUGUST 6, 11AM**
Lon Poole, who
answers readers'
questions every month
in his "Quick Tips"
column in Macworld
Magazine, author of
Macworld Guide to
System 7, the most
up-to-date guide to
System 7 available.

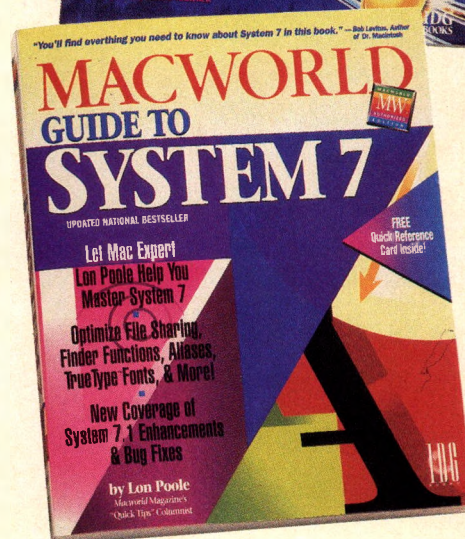
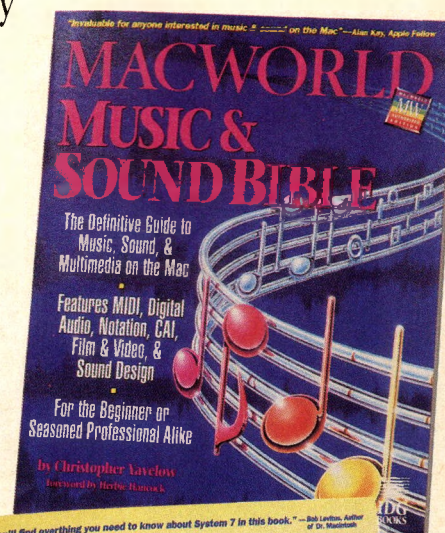
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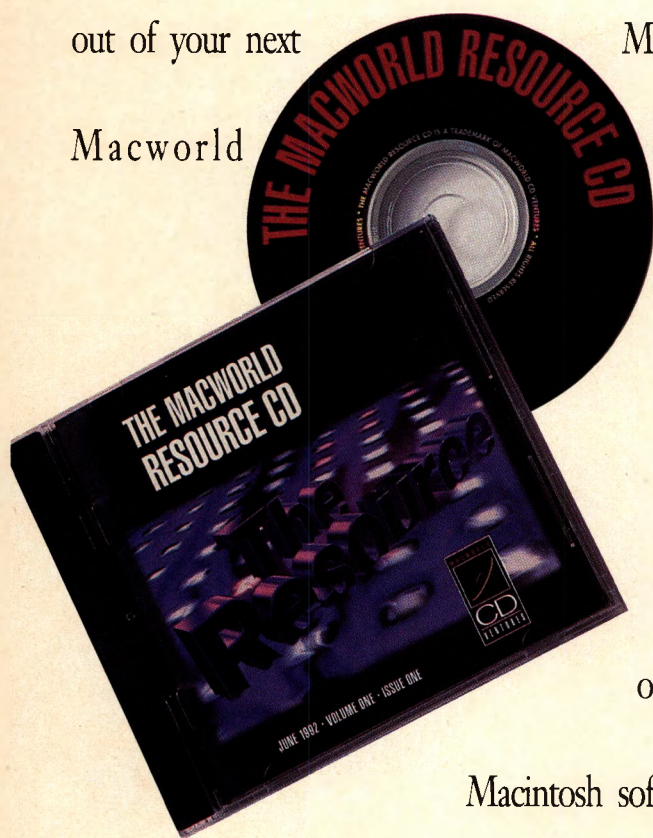
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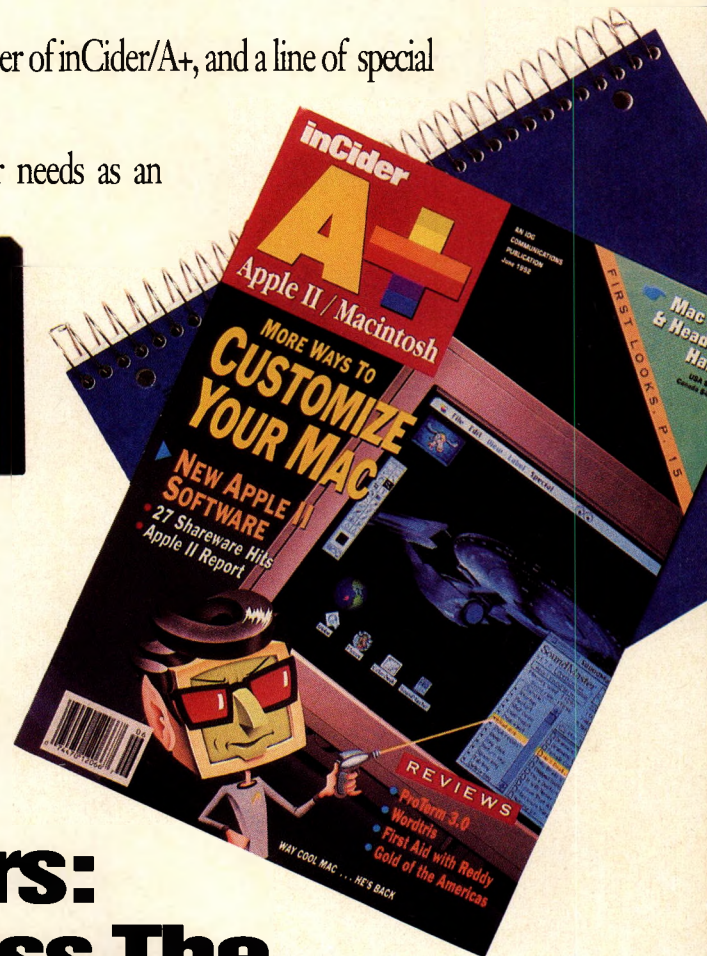
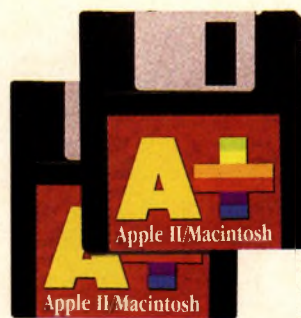
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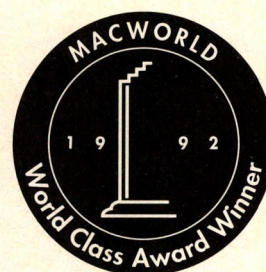
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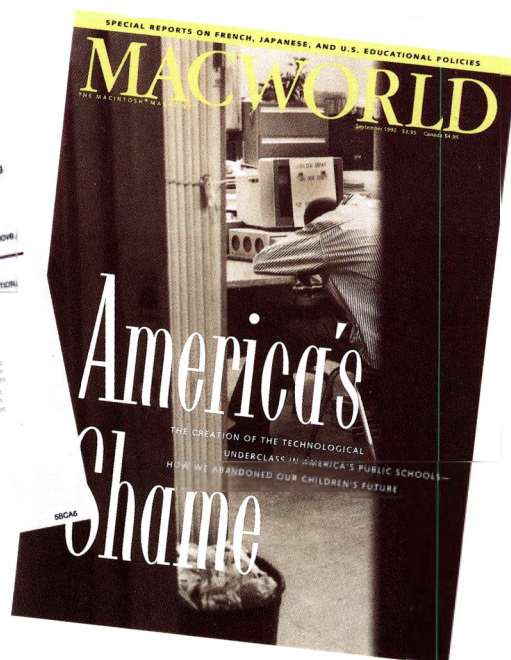
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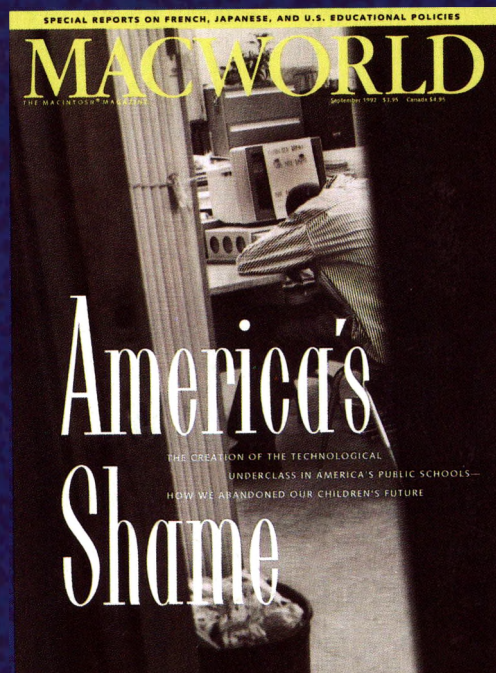
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